

By Phat

WELL, it won't be long now . . . three days more and all of those people who have been sending in postcards and dialing the telephone about the exact date of St. Patrick's day will have nothing more to talk about.

That was the greatest amount of fan mail ever received on any item . . . all of it insulting.

Just because I got a month ahead and set St. Patrick's Day on Feb. 17 instead of March 17 . . . the old fish box carton where I file my notes is really full of cards, letters and hard-to-read notes on the deal. . . . So I'll really be glad when Monday, March 17 becomes history. . . .

Even Uncle Sam, himself, has entered the spirit of the day . . . starting last Tuesday and scheduled to continue until March 20, the WAA at Barstow is offering 171,000 pounds of green pigment dye. . . . So it won't be hard to join in the Wearing of the Green.

THE MAIL this week was varied, but good. . . . One customer, evidently not knowing I had eschewed mentioning traffic for forty days, wrote in: "Please, don't let them make a three-lane highway out of Palm Canyon drive. Three-lane roads are death traps." . . . Graham Dexter, realty broker, wrote, "See where the assessor is going to leave his 'car' if you aren't home when he calls. I'll arrange not to be home, I need a car." Checked up on that and found that the linotype operator had left off the 'd' . . . It should have been 'card' . . . So Dexter might as well stay home.

ACCORDING to a speaker at the Rotary club meeting last week, there are 300 varieties of dates in the local area. . . . In making light conversation the other day, I mentioned that item and the fellow I was talking to said, "H'mm, I only know three varieties—blond, brunet and red-head." . . . Jimmy Shea of the FSP was in yesterday, just as I thought. . . . He said, in reply to my protest from people at Garnet who said that they were blocked by freight trains, that the railroad had offered to establish a crossing at another spot where automobiles wouldn't be blocked by trains waiting on a siding but that the motor traffic didn't want the new crossing.

IN RESPONSE to many telephoned queries from Villagers and winter residents about the current Red Cross drive, those who want to give can leave their contributions at the Bank of America or at the chamber of commerce. . . . And Raymond Cree, chairman of the local branch of the Red Cross and Billy Wright, head of the drive, say you had better do it now . . . the drive is lagging. . . . Now that summer is arriving, it's time to revive that campaign of mine against glaring white buildings. . . . A good buff color, or an eye-favoring cool green, would do. The afternoon sun on the white buildings is tough on the eyes.

RANDOM NOTES from the fish box: It says here that Jack Donahue was the pilot of the airplane which took Gayle into the air to take sky shots of the Village and Torney hospital. . . . Also a note here to the effect that I don't like the abbreviation "phone" when I mean "telephone" any more than I like "Xmas" for "Christmas." And a note from Dorothy Varnum from Las Vegas. . . . A former Villager and columnist for The Desert Sun, she writes: "Thanks for the mention when I was there last month but keep on telling the people down there to get optimistic. . . . Even from up here at Las Vegas I know P. S. is O.K. Why don't the people there realize it and tell the world?" . . . She should hear me some Saturday afternoon in the lounge car of the F. S. P.'s Imperial.

SPEAKING of publicity for the Village, there are a score of new subdivisions springing up in the desert area. . . . And there must be a lot in a name. . . . For all of them, in their publicity, mention Palm Springs. . . . In other words, the Village is the nucleus for the entire desert area. . . . Harry Oliver, alcalde of 1000 Palms, lost "Whiskers" the other day. . . . But the person who found him, took him right to Oliver. "His whiskers look so much like yours, I knew he must be your dog," was the explanation.

ITEMS found stuck in my typewriter: Do you know that Linda Lopez and her trio, including Jose Cario and Mario Sanchez are leaving this week-end? They have been pleasing the gang at Mr. Dee's for the past few weeks. Am sorry to hear that. . . . Diners at Saul Hensen's Escadrille practically got a preview of the "Jolson Story" recently. . . . At one table was Larry Park who plays Jolson in the film story and nearby was Al Jolson, himself. Also present were Mr. and Mrs. William Mills, daughter, Barbara, and son, Billy, and Mr. and Mrs. Joseph Malvase and daughter, Tinney, all of San Jose. . . . From the film colony for their Chinese food were Jane Russell, John Leslie and Merle Oberon.

THAT, I believe closes up another week. . . . With the parting remark on traffic. . . . Driver, noticing a sign: "Drive Carefully—This Means You," murmured: "Wonderful, how did they know I was here!"

The Desert Sun

Of Palm Springs, California

Published Every TUESDAY and FRIDAY in AMERICA'S FOREMOST DESERT RESORT

No. 56

3 Sections

Friday, March 14, 1947

20 Pages

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Anti-Sales Tax Petitions Circulated

Stress Need Of Publicity For Village

Competition Next
Fall To Be Keen,
Text of Meeting

Merchants, hotel and apartment operators and others dependent for a livelihood on the only industry that Palm Springs has—tourists, were warned Tuesday at a luncheon held at the Desert Inn, that the keenest of competition for winter tourists will exist next Fall.

The meeting was called by Phil Delano, president of the chamber of commerce, to determine once and for all, if business people here desire to raise a publicity fund to be used next Fall.

Harry Harper, acquainted interested persons present that the Village's keenest competition can be expected from Las Vegas, with a \$200,000 publicity fund, that Tucson raised \$60,000, with \$25,000 donated by the city government, for the same purpose and that Florida, Honolulu and even Europe will enter their bids for tourist travel.

WITH LESS than 25 of the more than 75 asked to the luncheon present, it was voted to hire a professional campaign solicitor in an attempt to raise \$25,000 for a publicity and advertising program to start next Fall. Haste in collecting this money was stressed by Harper because all plans and ad-layouts would have to be placed with national magazines in June.

Don Thomas, of the All Year Club of Southern California, Harper said, has just returned from a tour of the East and reported that California would have to "dig" for each tourist from now on. Harper in addition pointed out that during a recent month Blythe reported that 4,000 less automobiles passed through that state's gateway from the East than last year or a reduction of 20 per cent.

LAST OCTOBER, November and December, Harper declared, See PUBLICITY, Page 8

City Employs Haight To Aid in Torney Case

Raymond Haight, attorney with the firm of Haight, Trippet and Syvertson, was making plans today to fly to Washington, D. C., where he will represent Palm Springs in its attempt to acquire Torney General Hospital.

Employment of Haight followed a special session of city council yesterday when that body voted to retain him in an effort to purchase the property at a substantial discount.

Committed with the city in the employment of Haight's firm is the Palm Springs Community Hospital association and probably, later, the Desert School district. The hospital is interested in the Torney property because at present it occupies Ward B, now being operated as a hospital. The Desert School district is interested in the acquisition of 20 acres of land comprising part of Torney and in some of the other facilities.

The edition will go to all parts of the country. Those desiring mailing copies are also urged to leave their lists at The Sun office at once as the number of available copies will be limited.

The event is sponsored by the Tampa, Fla., chapter of the 99 Club. It is a handicap affair with the light plane leaving Wednesday and the heavier planes today. A three-day air meet is planned at Tampa Friday, Saturday and Sunday with the race originating here, one of the features of the event.

TUESDAY NIGHT Mrs. Clema Granger, prominent member of the local National Aeronautics chapter and one of the first members of the 99 club, entertained Mrs. West, Miss Medes, a former Wasp, Mardo Crane, all members of the 99 club, Ted Reed, head of the NAA chapter and chairman of the Chamber of Commerce aviation committee, and Mrs. Reed, Winifred Archer and her son, David Johnson, who flew in from Prescott, Ariz., Dr. Morris Spaulding of Seattle, B. C. McCrahan of Vancouver and Ella Loth Johnson at the Tennis club at a dinner prior to the take-off.

THE 99 CLUB, Mrs. Granger explained, was formed in 1928 after the first all-woman derby from Santa Monica to Cleveland. She took part in that air race.

See FEDERAL JURY, Page 8

MISS DESERT CIRCUS of 1947, queen of the spectacular big five-day western event April 9 to 13, will be formally crowned next Sunday, March 16, following a judging of contestants at the Deep Well Guest Ranch.

Several entrants already are in the race and the invitation to participate is still open to all girls of Palm Springs and vicinity over 18 years of age and able to do a reasonable job of staying put on a horse's back, according to Melba Bennett, chairman of the queen-selection committee.

NO ADVANCE ENTRY registration is needed; contestants need only to appear at the corral of the Deepwell Guest Ranch on their horses at 2 p.m. Sunday.

To the winning girl will go a complete western outfit to be furnished by the firm of Taylor and Burke in Los Angeles. Thus she will be properly outfitted for her duties in the five-day program of the Circus in which she will be present at all events and preside over the annual parade on Saturday, April 13.

IN THE COMPETITION Sunday at Deepwell Ranch the contestants will be judged on their appearance and riding ability.

In the latter part of the competition they will be asked to do simple riding maneuvers which any girl who has had only a slight acquaintance with a saddle will be able to do.

Doctors say the lad, one of the youngest "cowhands" in the area, won't be able to walk for some months. He is the son of Gene Henderson of the California Highway patrol, stationed at Banning.

A large turn-out is expected at the dance.

Entries for Big Parade Coming in

Record-Breaking
Event Expected at
11th Annual Circus

Presaging a record-breaking Eleventh Annual Desert Circus parade, entries are reaching the Circus headquarters here from all parts of Southern California, Chairman, Phil Delano reported today.

Riding groups, individuals, organizations and firms are filing their entries in unprecedented numbers, the chairman said.

NO LESS THAN five bands will be in the line of march on Saturday April 13 when the big event moves from the vicinity of the Torney General Hospital south on Palm Canyon drive toward Ramon road, dispersal point. Headlining these will be the famous U. S. C. band, colorful group sought for parades throughout California. Other outstanding units coming are the Tournament of Roses Bulldog Band, San Bernardino High School Band, Salvation Army Band, and possibly two or three others.

Sheriffs' posses and mounted police from many cities either have already filed their entries or have signified their intention of taking part, Chairman Delano said. The latest entry was from the Colton Mounted Police of 26 members.

MEANWHILE, construction of floats, many of them exceptionally ornate, has been started by organizations and firms of Palm Springs, forecasting a record-breaking number of these colorful entries.

Scores of entry blanks have been supplied by the Circus headquarters in the chamber of commerce building to persons and organizations in all parts of Southern California, most of them on direct request which indicated a desire to participate.

Progress

Desert Sun To Tell
Story of Growth

The Desert Sun plans to present on March 25 a "Desert Area Progress" edition which will be replete with the story of the great growth and progress of Palm Springs and its surrounding area in the past year.

Those who wish to be represented in this edition should have their copy in by March 18, next Tuesday.

The edition will go to all parts of the country. Those desiring mailing copies are also urged to leave their lists at The Sun office at once as the number of available copies will be limited.

The event is sponsored by the Tampa, Fla., chapter of the 99 Club. It is a handicap affair with the light plane leaving Wednesday and the heavier planes today.

A three-day air meet is planned at Tampa Friday, Saturday and Sunday with the race originating here, one of the features of the event.

TODAY Barbara London in a Mustang and Diane Cyrus in an A-26 were scheduled to take off for Tampa but Miss London withdrew from the race on Wednesday because she could not get a sponsor and Diane Cyrus changed her plans and is taking off from the Lockheed Airport in Burbank in an attempt to lower the woman's record for such a flight.

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Benefit

Los Compadres
To Aid "Cow-Hand"

A benefit dance will be staged Saturday night at the Three Musketeers, north of town, by the Los Compadres club with the entire proceeds going to defray the hospital expenses of Bobby Henderson, 14, who fell from a bucking steer at a recent western show at the Field Club and broke a leg.

Doctors say the lad, one of the youngest "cowhands" in the area, won't be able to walk for some months. He is the son of Gene Henderson of the California Highway patrol, stationed at Banning.

A large turn-out is expected at the dance.



GOOD-BYE—Jack West of the Western Air Lines wishes his wife, Caroline, good luck as she takes off in a race against time, for Tampa, Florida. Left is Miss Beatrice Medes, former Wasp, and co-pilot on the flight. Center is Mrs. West, and right, West. (Gayle Studio photo.)

National Air Race Started At Port Here

Palm Springs this week was the originating point for a trans-continental air race for women flyers, members of the 99 Club.

Taking off from Palm Springs Wednesday for Tampa, Florida, was Mrs. Croline West, pilot, and Beatrice Medes, co-pilot. They were in a 1947 Aircopter. Jack West, Western Air line official, and husband of the pilot, was at the port to bid them farewell.

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Goats

They Got His;
Police Get Him

By BILL RASHALL

Have you ever enjoyed the succulent flavor of roast leg—or goat ribs or perhaps, barbecued goat ribs a la-Western style with a side dish of frijoles?

Reason for the question stems from one of the best human interest yarns to occur in the Village in a long, long time.

WARP AND THE WOOF of the story revolved around the round, easy going, constantly smiling figure of Gavino Cabrillo, 60; the two goats he said, that cost him so much to feed, Joe Omlin

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Cantina

Delicacies — Liquor — Gifts
189 S. Palm Canyon DriveTHE BEST BUYS
In Real Estate Today

The present pressing need of housing in Palm Springs is acute. We believe that the downward trend in building costs (we have a builder who will contract at \$8.50 per square foot) makes a R-2, R-3 or R-4 lots the BEST BUYS. You can build two units on an R-2 lot, multiple units on R-3 and hotels on R-4.

Pick Your Lot from This List

R-3—Joyce	115x130	\$ 9,500
R-3—Joyce	115x135	10,000
R-4—Joyce	125x130	12,500
C-1—Palm Canyon Drive	100x 90	14,500
Will sell 30 ft. or more.		
R-4—Palm Highlands	305x270	35,000
(6 lots—will sell separately.)		
R-3—Palm Springs Village	100x128	5,500

Residential Lots

Merita Vista (6 Shares Water)	144x250	\$11,500
Winterhaven Manor	60x106	2,250
Palm Highlands	75x100	2,300
Near Tennis Club	150x125	14,500
Solsona	150x200	5,500

Homes

Beautiful 3-bedroom, 2½-bath home designed for restful desert living, in Las Palmas Estates. Furnace and electric heat, cooling system. Large living room, screened patio, hollow tile construction, steel casements, tile roof. 3000 sq. ft. floor space. Two shares water. On large walled lot 120x125. Shown by appointment only. Price \$45,000—Terms.

The Home You Have Been Waiting for

On an R-3 lot, 75x100, in a desirable part of the Village. Main house has 2 bedrooms, 2 baths. Guest house 1 bedroom, 1 bath. Two-car garage. Hollow tile construction, tile roof, steel casements. \$32,000.

Looking for a House in Banning for the Summer?
New—2-bedroom, 1-bath home near high school and shopping center. Completely furnished, immediate possession. Two-car garage on lot 60x120. Price \$15,500. Terms.

Acreage

160 acres near B-Bar-H Ranch. \$350 per acre.
30 acres near Thunderbird Ranch on Highway 111, \$35,000.

For lease—30 acres with well and pump, near Thunderbird Ranch, for long term. Suitable for guest ranch or motor court.

Our Special for This Week

R-4 lot, 118x206, 1 share irrigation water. Special price, \$17,500.

Mike Flavin
O. M. WardH. L. Merry
Gloria Flavin

813 N. Palm Canyon Drive — Phone 5353 or 6711

Social ACTIVITIES

Card Party Staged
By Woman's Club
Is Great Success

(By Mrs. John S. Lapp)
The dessert card and bingo party at the Palm Springs Woman's Club on Monday last was a very successful one, enabling the club to fulfill its obligations to the Girl Scouts, in full.

Mrs. Harold Murphy was chairman for this party, with the following members making up her committee: Mrs. Herschel Mosley, Mrs. Kenneth Kirk, Mrs. Gordon Clarke, Mrs. James Hume, Mrs. Robt. Ransom, Mrs. Lloyd Nix, Mrs. W. B. Malouf, Mrs. Lloyd Raab, Mrs. Walter McManus, and Mrs. Wm. Wright.

OTHERS RETURNING to La Paz following a holiday here last spring are Mr. and Mrs. G. E. Kennedy of San Francisco, who will stay through the month. Two couples who traveled south together for change of climate are Dr. and Mrs. John Jay O'Connor of San Francisco, with Mr. and Mrs. Ernest Votan, Palo Alto.

Also on the list of returnees are the always popular Webster Rutledge of Oakland, who come to Palm Springs each year and since La Paz has been opened have made this their headquarters. Their son, Jay, will arrive from Dartmouth later in the week to be with his family through the month. Another son, Bob, will come south on March 21 when Stanford Law School closes for its spring holiday. Bob is an excellent tennis player and often plays in local matches during his stay.

Lee Shippey, Los Angeles Times columnist, and Mrs. Shippey arrived at La Paz Wednesday for a short sojourn in the desert sunshine.

THE NEXT MEETING on Monday, March 17 is the Annual meeting, with the year's reports and election of officers. This meeting is for members only. On April 7 the Annual Flower Show will be held. Watch for the announcement of rules which will be printed at a later date.

Letters to the Editor

Dear Editor: What is a "novelist?"

I became interested in this question as a result of discovering myself to be listed as one such in the new Village Directory. To the best of my knowledge and belief, the word makes its debut in that publication. Therefore, unless I am greatly mistaken, we have here a freshly minted neologism that appears worthy of adoption.

To me, the word "novelist" suggests either the proprietor of a novelty shop or a performer of queer stunts for the edification of the public. In either sense, I believe that there are people in our community who are far more deserving of the title than I am. On the other hand, while not gifted as a contortionist or snake-eater, I have as a writer been responsible for some stage productions characterized by novelty—or so have said a number of reviewers who have seen the shows in line of duty.

It is possible, therefore, that I could with some justification,

At the La Paz

Each week at La Paz Guest Ranch the returning of former guests causes much excitement with a round of hand shakes and cordial greetings among those now staying at the popular ranch.

Friday's highlight was the return of Mr. and Mrs. M. H. Berlin of Glencoe, Ill., who last season were here for an extended stay during Circus Week and on through the month.

They were motored to Palm Springs by Mr. and Mrs. Olds, who are outstanding tennis players and members of the Los Angeles Tennis Club. Although the Olds did not bring their racquets this time they promise to return soon and play an exhibition match with the La Paz guests.

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On April 7 the Annual Flower Show will be held. Watch for the announcement of rules which will be printed at a later date.

Cathedral City News Roundup

Reported by MARY R. WOLSETH

"Sez I!"

"It may seem to everybody that Cathedral is suddenly attempting too much in pushing for flood control, a fire hall, a Scout house, enlargement of the Town Hall, a library and a

church all at the same time," sez Edna Cobb, former post mistress of Cathedral and one of the pioneers of the town. "In the last two years this town has commenced a boom which makes these things necessities and which must be obtained by hook or crook unless we want to be passed."

There comes a time in the evolution of every little town when it emerges into the growing pains of adolescence. The parents of that town rub their eyes in amazement to find they have all the problems of a half-grown community on their hands. The stage between a Sleepy Hollow and an incorporated Village may be prolonged and painful to all, but whether we like it or not, we in Cathedral are in that stage. We can take part in that development and have fun doing it, or we can sit back and complain that we came here to get away from all that kind of effort and we'll be darned if we'll take any part in it. Let's try to guide the town the way we want it to go instead of kicking against the inevitable growth of a new town, sez I. Sez I.

I would set up wholly different tax schedules which recognize the source of income—whether derived from professional services, thus contributing to the general welfare, or from the earnings of capital.

John W. Hanes, former Treasury Under Secretary.

For Home or Guest Ranch

\$7350

8½ Acres
With Water and Electricity
In Palm Springs School District
(Would Sell Part)

Phone 3673

Munholland & Co.

431 N. Palm Canyon Dr.

Martha T. Forward
Chef Hooper
Associated Brokers

Now in Stock

Ray Ban Goggles
Calobar & Polaroid
Sun Glasses

Palm Springs Optical Co.

233 N. Palm Canyon Dr.
PHONE 5804

PALM SPRINGS Mirror and Glass Shop

483 North Indian Ave.
Phone 4691
SHOWER DOORS AND TUB ENCLOSURES
MEASURED AND INSTALLED

VENETIAN MIRRORS

METAL AND VANITY MEDICINE CABINETS

GLASS TABLE TOPS MADE TO ORDER

CRYSTAL AND PLATE GLASS FOR CLOSING IN PORCHES AND WINDOW GLAZING

GLASS BLOCKS

COMPLETE SERVICE FOR NEW HOMES

Beauty Is an Excellent Asset— Makes Friends and Keeps Them



A new face of matchless beauty—the gift of the modern science of Face Rejuvenation. . . . No Cutting. . . . No Injecting. . . . No Peeling.

Fee Consultation from 2 till 5

NANNETTE SIMMONS
Face Rejuvenation
838 Pacific Ave., Long Beach
Phone 675-147

The Tailored Lady

CORDIALLY INVITES YOU TO
OUR 14th BIRTHDAY PARTY,
SATURDAY, MARCH 15th.

We take great pleasure in announcing our 14th anniversary in Palm Springs. We would like to express our keen appreciation for your kind patronage during the trying war years and hope that from now on we will be able to serve you much better. As we will always endeavor to be first with the latest style fashions . . . at reasonable prices.

Refreshments Will Be Served

For this special occasion we offer a fine assortment of Tailored Suits and Coats of 100% All Wool Gabardine — worsted — and crepes expertly tailored — finest linings . . .

Specially priced 45.00

The TAILORED Lady

CARNELL BUILDING

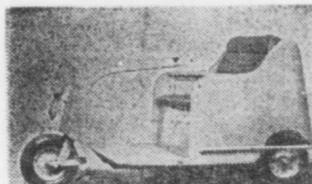


A lucky purchase of the entire stock of sportswear from Magracy of Mexico City enables us to offer authentic prints and solid color skirts and blouses . . . lavishly trimmed with hand-loomed linen lace, extra full.

Regular 11.95. Now at 6.95 each
Other Mexican blouses and hand-loomed hand-blocked wool at 18.95
Jackets of Guatemala hand-loomed cloth at 22.95

Suits Regularly Priced at \$100.00
NOW PRICED AT \$69.95

AUTOETTE



Electric Cruise-About
DELIVERY — NOW
For
Personal Transportation
Shopping or Pleasure
Costs But a Dollar a Month to
Operate
No License Required
For Further Information
Write or Call
BLOOD SALES CO., Inc.
545 West Anaheim Street Phone 746-13
Long Beach 6, California. Dept. 2

New Spinnet PIANOS

\$558, \$568 up
Lovely Grand, \$695

Gossett's
4024 Seventh St.

RIVERSIDE Open Till 6:30 P.M.

Read the Classified Ads

PALM SPRINGS, CALIF.
Friday, March 14, 1947

THE BEST BUYS IN PALM SPRINGS REAL ESTATE

MAIN HOUSE—GUEST HOUSE—POOL
\$29,500

Main house has 5 rooms including 2 bedrooms and bath
Guest house has living room, bedroom, kitchen and bath
Pool is heated and filtered

Nicely furnished and well landscaped
Will show high rental income

Listen to SUNDAY SERENADE
KCMJ 10:15 A.M. Every Sunday
For Palm Springs' Most Attractive
Real Estate Offerings by
RANSOM and HINKLE
Realtors

Walter McManus
Miriam Richards
Burnham Bigelow

The Plaza Phone 3666

William Boggess
George Gannon
Carl Phillips

Ransom & Hinkle

REALTORS

Compare! SEE HOW YOU SAVE at SAFEWAY

Of course the best way to see how much you can save at Safeway is to visit our store near your home. Check the prices on the shelves. Compare them with what you have been paying for the same brands, the same quality. Just to give you an idea of what you'll find, we've listed here a number of representative prices. These are values picked at random from every section of the store. We believe they'll show you why folks all over town are saying, "You get more for your money at SAFEWAY."

QUALITY MEAT

Skillfully cut and guaranteed to please you.

LAMB ROAST

3-rib shoulder cut, neck off. Round bone chops on.

lb. 53¢

LAMB BREAST

Flavorful, economical cut that's nice to braise or bake.

lb. 19¢

BEEF RIB ROAST

Standing Rib. 8" long from first 5 ribs. Oven-ready.

lb. 63¢

SIRLOIN STEAK

Top U.S. govt. graded beef.

lb. 67¢

SOLE FILLET

Skinless, boneless, white meat.

lb. 45¢

COD FILLET

Easy-to-prepare. It's pan-ready.

lb. 39¢

OYSTERS

Packed 12 to 15 per jar. Grand.

69¢

BEVERAGES

Green Tea Canterbury brand 22¢

Black Tea Canterbury brand 23¢

(1 3/8-oz. package, 8c; 1/2-lb. package, 43c;
1-pound package, 85c) Pekoe and Orange Pekoe.

Black Tea Bags Canterbury brand package of 8 bags 7¢

(Package of 16 bags, 13c; package of
48 bags, 36c) Try some today!

Instant Coffee Maxwell House 41¢

2-oz. jar Maxwell House Coffee 47¢

1-lb. can Regular or drip grinds.

Liquid Hemo Borden's brand 59¢

1-lb. 6.4-oz. jar Plain Ovaltine 61¢

14-oz. jar Chocolate Ovaltine 61¢

(8-oz. jar, 34c)

CAMPBELL SOUP

2 10 1/2-oz. cans 25¢

Bean, Vegetable, or Pea,
Black Bean variety.

COFFEE EDWARDS BRAND

1-lb. can or jar 45¢

Drip, regular, pulverized.
(2 1/2-lb. regular, drip, 89c.)

MARGARINE

1-lb. pkg. 42¢

Sunnybank brand. Pure
vegetable oleomargarine.

MAYONNAISE

8-oz. jar 28¢

Nu-Made brand. Grand
tasting. Fresh!

FRESH PRODUCE

Buy produce by the pound and save!

LETTUCE

Fresh from the fields. Solid, crisp, green heads.

lb. 8¢

CABBAGE

Enjoy it often with Safeway's grand corned beef.

lb. 4¢

GRAPEFRUIT

Sweet, juicy, thin-skinned desert fruit. Serve it often.

lb. 5¢

FRESH PEAS

Full pods of tender peas.

lb. 15¢

LEMONS

Top-quality. Full of juice.

lb. 9¢

SQUASH

Banana variety to bake.

lb. 4¢

DRY ONIONS

Yellow variety. Guaranteed.

lb. 5¢

Produce prices subject to change after Wednesday.

SAFEWAY

These prices (except Fresh Produce) effective through Saturday, March 15, 1947. No sales to dealers. Right to limit reserved.

The Desert Sun

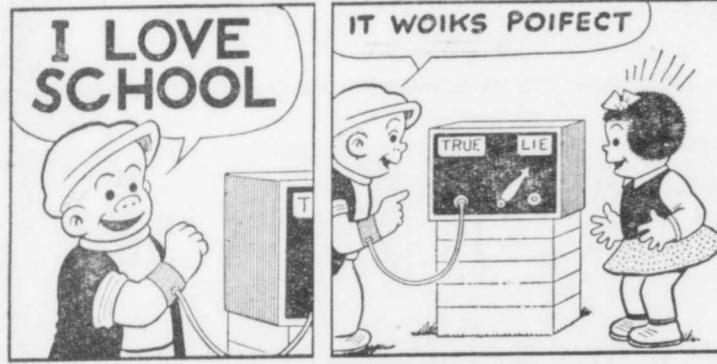
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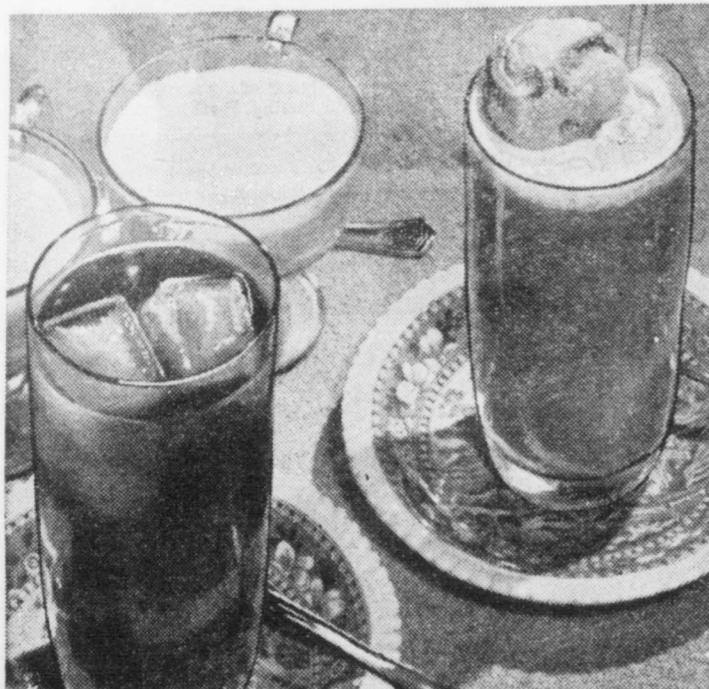
NANCY



Names AND NICKNAMES



A Long Cool Summer Drink



Iced-Coffee drinks are versatile and easy to prepare. Plain iced coffee, shown at left, is tops if you pour fresh hot coffee over the ice cubes. Brew it double-strength by using twice the usual amount of coffee or half the usual amount of water.

Also excellent is home-made coffee soda. Make a syrup by blending 1 1/2 cups cooled black coffee with 1/2 cup light corn syrup. Add 1/2 cup light cream. Mix well and pour into 4 tall glasses. Add coffee ice cream and fill with sparkling water.

Here also is a tested recipe for the coffee ice cream. Serves eight.

3 eggs, separated 1 envelope (1
1 cup double tablespoon, unsavored
strength cold gelatine
2 cups light cream 1/4 cup cold water
1 cup light corn syrup
1/2 cup of sugar
1 tbsp vanilla

Beat egg yolks until thick and light-colored. Add coffee and cream. Cook over hot water, stirring constantly until mixture thickens and coats the spoon. Cool. Sprinkle gelatine on cold water. Combine corn syrup and sugar. Heat to boiling point. Remove from heat. Add gelatine. Stir until dissolved. Beat egg whites stiff. Add gelatine mixture gradually while beating. Add vanilla. Fold into cool custard. Freeze in refrigerator tray or freezer. If frozen in refrigerator tray, beat once during freezing to a thick mush. Beat smooth with egg beater. Return to tray and freeze until served. Serves eight.

Frozen Fresh-Fruit Jelly Retains Natural Flavor

If present plans are completed, housewives may soon go to their market and be able to buy jelly-like frozen fresh-fruit spread that retains the full natural flavor, color and aroma of the fresh fruit. Chemists of the Western Regional Research laboratory of the department of agriculture have devised a way to preserve the full natural flavor, color and aroma of fresh fruit in jellies and preserves. The new process promises to retain that fresh from the vine tang to grapes, strawberries, raspberries and other fruits.

The process is a cold instead of a heat processing. Specially treated powdered pectin is dissolved in a puree of uncooked fruit to produce a jelly-like spread. Doing away with heat and some of the sugar saves cost; and, further, none of the fruit fragrance escapes to the air. The fragrance is kept in the spread to be enjoyed by the eater.

The chemists are unable to say how costs of the new fresh-fruit spreads will compare with conventional jellies and preserves because they have not been tried out commercially yet. However, by the taste test, the chemists are positive the consumers will like the fruit preserve that retains the full natural flavor, color, and aroma of the fresh fruit.

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The ownership of life insurance has more than doubled since 1920 in number of policies and is now more than three times as great in amount. At the end of 1945 there were 71,000,000 policyholders, owning an average of \$2,190 each. In 1918, there were 31,000,000 policyholders, owning an average of \$960. In 1940, policyholders numbered only 10,000,000 and they averaged about \$850 of protection.

The 1945 aggregate of life insurance was divided by type of policy as follows: \$104,456,033,000 under 50,172,000 ordinary insurance policies; \$28,496,958,000 under 104,098,000 industrial insurance policies; and \$22,769,786,000 under 12,059,000 group life insurance certificates. Life insurance ownership has grown more rapidly than the population for many years.

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Churches

CHRISTIAN SCIENCE SOCIETY
Palm Springs, California
A branch of The Mother Church
The First Church of Christ Scientist
in Boston, Massachusetts.
Sunday Service—11 a.m.
Wednesday Meeting—8 p.m. (Woman's Club House)
Sunday School—9:30 a.m., 271 Ocotillo Avenue.
The Reading Room at 271 Ocotillo Avenue is open daily except Sundays and holidays from 2 to 4.

OUR LADY OF SOLITUDE,
CATHOLIC
Rev. Michael O'Connor
Sundays: Holy Mass at 6:30, 8:30, 10, 11:30.
Week Days: Holy Mass at 7:30 a.m.
Fridays: Novena at 7:30 p.m.
Concessions: Saturdays from 3:30 to 5:30 p.m. and 7 to 9:30 p.m.

COMMUNITY CHURCH
Corner Cahuilla Road and Baristo Telephone 6291
John Robertson Macartney and James Blackstone, Ministers
Holly Lash Visel, Musical Director
Lor Lux, Organist
SERVICES
Sunday School 9:45 a.m.
Morning Worship 11:00 a.m.
Young Peoples Fellowship 6:00 p.m.
Evening Service 7:30 p.m.

CHURCH OF GOD IN CHRIST
(Colored)
On Indian Reservation
Rev. W. R. Wyse, Pastor
Service at A. H. Hall
9:45 a.m.: Sunday School.
6:30 p.m.: Bible class
7:30 p.m.: Young People's Y.P.W.W.
8:00 p.m.: Preaching service.
8:00 p.m., Tuesday: Prayer meeting.
7:30 p.m., Thursday: Missionary meeting.

SEVENTH DAY ADVENTISTS
At Community Church
Every Saturday
9:30 a.m.: Sabbath School.
11:00 a.m.: Morning service.

FULL GOSPEL CHURCH
"Assemblies of God"
C. C. Farmer, Pastor
South Indian Avenue
9:45 a.m.: Sunday School class.
9:45 a.m.: Adult Bible class
11:00 a.m.: Sunday morning worship
7:30 p.m.: Evangelistic services

The Social Life of Palm Springs in Don Caballero

CATHEDRAL CITY COMMUNITY
The Rev. John C. Abels, Pastor
9:30 a.m.: Sunday School.
11:00 a.m.: Morning worship.

DESERT HOT SPRINGS
CATHOLIC CHURCH
Rev. M. J. O'Farrell
Mass 8:00 A.M., Association Hall,
Desert Hot Springs.

EPISCOPAL
(Air Conditioned)
St. Paul's in the Desert
125 W. El Alameda
Phone 8988

Rev. Robert M. Hogarth, Rector
Carey Ranch, Phone 7471
Eileen Carey, Organist
Alex S. Hammond, Choirmaster
Wynne Davis Hammond,
Choir Director

8:00 a.m.: Holy Communion.
9:45 a.m.: Sunday School.

11:00 a.m.: Service and Sermon.

7:00 p.m.: Young People's Service.

Christian Science
Sunday Text "Substance"

"Substance" will be the Sunday Lesson - Sermon subject in all branches of The Mother Church, The First Church of Christ, Scientist, in Boston. Paul's declaration to the Corinthians is the Golden Text: "God is able to make all grace abound toward you; that ye, always having all sufficiency in all things, may abound to every good work."

This incident is told in Mark's Gospel. "And Jesus sat over against the treasury, and beheld how the people cast money into the treasury: and many that were rich cast in much. And there came a certain poor widow, and she threw in two mites, which make a farthing. And he called unto him his disciples, and saith unto them, Verily I say unto you, That this poor widow hath cast more in, than all they which have cast into the treasury: For all they did cast in of their abundance; but she of her want did cast in all that she had, even all her living."

In "Science and Health with Key to the Scriptures," Mary Baker Eddy writes: "Christians rejoice in secret beauty and bountiful, hidden from the world, but known to God. . . Practice not profession, understanding not belief, gain the ear and right hand of omnipotence and they assuredly fall down infinite blessings."

The largest choir in the history of the Palm Springs Easter Dawn service will herald the rising of the sun that day, it was revealed by Holly Lash Visel, director of music for the Community church, sponsor of the service.

Applications for places in the choir were closed this week with a record number of singers listed.

BILL AND BETTY HAY are expected here on April 1. For many years Bill Hay, noted radio announcer, has aided the Village in its Easter dawn service, with his reading of "God of the Open Air."

Pigeon fanciers all over Southern California plan to send their birds here for the impressive service when white pigeons are released.

Twenty-five hundred programs are being printed to serve as souvenirs of the occasion.

Children To Put on Show Tuesday

Next Tuesday night appearing on the Community Musicals the Blue Nightingales and the Junior Choristers of the Community Church will sing children's songs. This is a program made up of children of the Village for children—a juvenile song parade.

Marlene Markham, Donna M'Liner, Judy Watlet and Carolyn Knupp will be vocal soloists while Jack McDonald will play a piano arrangement of Loch Lomond in swing style.

Lois Lux is pianist and accompanist for the musical. Rolland and Vale writes the script and is announcer and Holly Lash Visel arranges the program.

Dinner Meeting Slated March 21 by Church Group

Members of Community church will meet in a dinner session on the evening of March 21, it was announced today.

Mrs. C. S. Henderson is in charge of the March dinner.

Because of the limited facilities, those planning to attend are urged to make their reservations early.

Community Church To Elect Officials At Mar. 30 Meeting

Officers will be elected and a change in the church calendar at a meeting of the members of Community church on Sunday, March 30, Dr. J. R. Macartney, pastor, announced yesterday.

The church year hitherto has been from April 1 to March 31. To conform with the calendar set up by the general assembly, the church year will be changed to coincide with the calendar year—from Jan. 1 to Dec. 31.

SUNDAY MORNING Dr. Macartney will deliver a request sermon on the theme of "Diggings Ditches for God to Fill."

At 7:30, Sunday evening, a sacred concert by the Melody Men from Riverside will be presented. The concert is sponsored by the musical organizations of the church.

An outstanding program is planned by the two Christian Endeavor societies of the church Sunday evening.

IN CONNECTION with the Communion service on Sunday morning, March 23, there will be unveiled and dedicated a superb solid silver Communion vessel, presented to the church by Mrs. Ruth Bell of Monterey as a memorial to her mother, Mrs. Mary Morrison.

The boards of the church will hold their monthly meeting next Tuesday at 7:30 p.m., it was announced.

This incident is told in Mark's Gospel. "And Jesus sat over against the treasury, and beheld how the people cast money into the treasury: and many that were rich cast in much. And there came a certain poor widow, and she threw in two mites, which make a farthing. And he called unto him his disciples, and saith unto them, Verily I say unto you, That this poor widow hath cast more in, than all they which have cast into the treasury: For all they did cast in of their abundance; but she of her want did cast in all that she had, even all her living."

In "Science and Health with Key to the Scriptures," Mary Baker Eddy writes: "Christians rejoice in secret beauty and bountiful, hidden from the world, but known to God. . . Practice not profession, understanding not belief, gain the ear and right hand of omnipotence and they assuredly fall down infinite blessings."

The largest choir in the history of the Palm Springs Easter Dawn service will herald the rising of the sun that day, it was revealed by Holly Lash Visel, director of music for the Community church, sponsor of the service.

Applications for places in the choir were closed this week with a record number of singers listed.

BILL AND BETTY HAY are expected here on April 1. For many years Bill Hay, noted radio announcer, has aided the Village in its Easter dawn service, with his reading of "God of the Open Air."

Pigeon fanciers all over Southern California plan to send their birds here for the impressive service when white pigeons are released.

Twenty-five hundred programs are being printed to serve as souvenirs of the occasion.

Children To Put on Show Tuesday

Next Tuesday night appearing on the Community Musicals the Blue Nightingales and the Junior Choristers of the Community Church will sing children's songs. This is a program made up of children of the Village for children—a juvenile song parade.

Marlene Markham, Donna M'Liner, Judy Watlet and Carolyn Knupp will be vocal soloists while Jack McDonald will play a piano arrangement of Loch Lomond in swing style.

Lois Lux is pianist and accompanist for the musical. Rolland and Vale writes the script and is announcer and Holly Lash Visel arranges the program.

Dinner Meeting Slated March 21 by Church Group

Members of Community church will meet in a dinner session on the evening of March 21, it was announced today.

Mrs. C. S. Henderson is in charge of the March dinner.

Because of the limited facilities, those planning to attend are urged to make their reservations early.

True Religion to Be Topic Sunday at Episcopal Church

The Rev. Robert M. Hogarth will preach Sunday morning in the Episcopal Church on "True Religion, as Unspotted from the World." Morality, or Physical Purity is the result, not the cause of True Religion, the consciousness of God in our souls," he said.

The rector will also lead a meditation at Holy Communion on Tuesday at 10:00 a.m. on "Responsibility to Divine Love Endowing Us."

MEMBERS of the Episcopal Church and visiting friends from all faiths are welcome to view the two films with sound put out by the National Church for the education and inspiration of the people.

The time will be right after the Tuesday Communion, or about 10:45 a.m.; the place will be the El Paseo Theatre nearby. Admission, free. One picture describes the National Cathedral in Washington, D. C., including some portions of a service with music for the great organ and choir. The other picture, called "Not by Bread Alone," gives a detailed and heartrending account of the starving people of Europe.

MISS ANNE W. PATTON, member of the National Council of the Episcopal Church, and sister of the late General George S. Patton, founder and first commanding officer of the Desert Training Center near Palm Springs, will speak at a Lenten tea, Thursday at 3:00 p.m. in the home of Mr. and Mrs. Fred S. Markham, Smoke Tree Ranch.

She will be accompanied to Palm Springs by Mrs. St. Elmo Coombs, Diocesan president of the Womans' Auxiliary. Free-will offerings will be for the Sunday School building fund.

Mr. and Mrs. Frank Bennett of Deep Well Guest ranch were hosts to 12 patients from Norco Naval hospital Tuesday under auspices of the local Gray Ladies' corps. Mrs. Barney Johnson and Mrs. Irving Snyder represented the local corps at the event.

An urgent call has come from the Red Cross at March Field for volunteer Gray Ladies to work in the hospital there on Wednesdays. Transportation will be provided.

Those who can give of their time are asked to telephone 8068 or call the chairman of the local Gray Lady group, Mrs. Laurit Hansen, at 7768.

Labor unions are like people—some childish, some grown up. Prof. Walter R. Peabody, Rutgers U. economist.

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Potencio Gets High Praise for Realty Service

Angelo Potencio, formerly owner of a local produce company and now a realty broker, got a wad of praise today from Max Arkin, co-owner of the Royal Palms hotel.

Mr. Arkin recently purchased a home here on San Jacinto way through the Palm Springs Realty company of which Potencio is head.

"And, did I get service!" he said.

Farewell Party for Andy Hart

Andy Hart, connected with the staff of the Western Air Lines here for some time, has been transferred to the Oakland office of the W.A.L.

As a farewell gesture to Mr. Hart, a party was staged at the Tennis club Wednesday night. Dining and dancing there were James Randall with Patricia Radar and Mr. Hart with Anita Anderson. All are on the W.A.L. staff here.

Between 1909 and 1946 per capita consumption of citrus fruit and tomatoes increased from 44 pounds to 117.

PALM SPRINGS, CALIF.

Friday, March 14, 1947

The Desert Sun—5

Conservation experts say soap will last longer if the wrapper is removed and the soap allowed to dry and harden before used.

In Kuatemala, the nectar of coffee blossoms produces fine honey.

There wasn't enough infusion of new blood. They (the Democrats) took too much for granted and proceeded on the theory that the prestige of the late President Roosevelt would carry them through.—James A. Farley.

NEWS PHOTOGRAPHS

In This Issue of the Desert Sun and All Recent Issues May Be Ordered at

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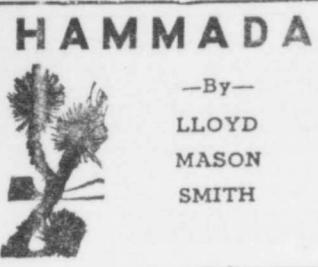
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Thunderbird Ranch

is offering, to the discriminating, a most desirable selection of view homesites in its settlement and offering to those qualifying the very enjoyable privileges of the guest ranch adjoining.

We urge that you make your choice now. Call at my office, or telephone, for information which will be cheerfully given, or ask your broker.



THE CHUCKAWALLA

Your first impression of the Chuckawalla is one of curiosity, for this giant of American Lizards looks very thin and starved. Actually, this is not the case, for the Chuckawalla has loosely folded skin at his sides for an express purpose. When it is molested or pursued, it dives into the nearest rock-pile, crawls in between two rough faces of rock in a crevice, and promptly swallows air, puffing up its body until it's about three times normal size.

This expansion of the loose folds wedges the lizard into the

crack so tightly that it is virtually impossible to extricate it by tugging at the heavily-plated tail. In addition, the Chuckawalla will lash from side to side with his thick tail, and can deal quite a heavy blow with that appendage. If still pestered, he will snap at you with bulldog determination and a vice-like grip of powerful jaws to match. Its teeth are long enough to break your skin and cause pain, and would probably eat the average enemy.

"...a friendly bank? That's Bank of America - just down the street"

Yes, Bank of America is always nearby - always friendly - always helpful

Bank of America services, available through every branch, include:

Savings Accounts
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Modernization Loans
Commercial Loans
Term Loans for Small Business
G. I. Loans
Trust Services
Safe Deposit Boxes
Foreign Exchange
Travelers Cheques
Money Orders

Bank of America

NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
MEMBER FEDERAL RESERVE SYSTEM



body and tail handsomely striped yellow and black. The general color is often a soft brown color, rather than gray or black, although specimens from the mountains are apt to be darker than those from the desert mudhills.

Dr. Sarah Atsatt has experimented with the Chuckawalla to ascertain its ability to change color in different temperatures. She discovered the light color phase occurs at high temperatures, regardless of the amount of light; and that the dark phase appears in low temperatures, regardless again of darkness. At average temperatures, however, the lizard will turn darker when subjected to bright illumination, and lighter, when to darkness. The speed of these changes in color varies, but averages just a few minutes.

CHUCKAWALLAS are most active early in the morning, so if you would collect these large Saurians, look for them at that hour, when they've just emerged from their nocturnal retreats and are basking in the warm sun. If your specimen has become wedged in between a rock and cannot be easily extricated, tap him on the nose with a stick. This annoyance will usually cause him to back out, or at least loosen his hold long enough to allow him to be pulled free.

The most recent paper to be published just on the Chuckawallas is by Charles E. Shaw of San Diego, who in late 1945 published a little paper on "The Chuckawallas, Genus *Sauromalus*." In this, he describes trying to imitate the supposed Indian method of catching these lizards: namely, puncturing their inflated sides. But Dr. Shaw found the results very unsatisfactory. One specimen was punctured with a heavy wire eight or nine times

Personalities

MR. AND MRS. CARLTON Mellick, vice-president of the Miehle Printing Press and Manufacturing company of Chicago are guests in the Village this week.

ARTHUR E. BAILEY, well-known resident of Smoke Tree ranch and former city manager, was expected back in the Village this week end from a hurried trip to Seattle. He was called north last week end by word that a lumber mill he owns in the northwest, had been destroyed by fire.

GUESTS LAST WEEK at the Del Mar Turf and Surf hotel were Mr. and Mrs. Charles S. Leeds of 474 Belardo road.

DR. AND MRS. J. R. Macartney were guests last Thursday at a birthday party held in honor of Miss Helen Macartney at the home of Mr. and Mrs. Arthur Macartney in Long Beach.

DR. J. R. MACARTNEY and the Rev. James Blackstone Jr., attended a ministers' retreat and rally at Idyllwild last Wednesday. Clergymen from all over southern California were present.

THE CHICAGO colony, in the Village was augmented this week with the arrival of Mr. and Mrs. W. S. Warfield, who are stopping at the Smoke Tree ranch. Their

along one side, and with no appreciable deflation whatsoever! Perhaps this generally accepted story was definitely more than the lizard?

(To Be Concluded)
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daughter, Hildegard, a student at Stanford University, visited them last week.

DR. AND MRS. Saul Shapiro of Greenwich, Conn., are guests of Milton Nimetz, manager of the Palm Highland Inn. Dr. Shapiro is president of the Republic, and Mr. Nimetz are friends of many years.

Mr. and Mrs. Andy Myerberg of Seattle were guests this week end of Mr. and Mrs. Leroy Mills. During their stay here they saw most of the desert's famous spots on tours taken by their hosts.

Mrs. Jack Grove entertained her grand-niece, Mary Jane Firment and Joey Firment of Los Angeles last week end on their visit to Palm Springs. They all dined at the Doll House Saturday evening.

Friends of Mrs. Muriel Flynn, wife of The Desert Painter, Bill Flynn, are happy to learn she has returned to Palm Springs following a major operation in Los Angeles. Her attending surgeon was Dr. Joseph A. D'Alessio of Palm Springs.

Donald Stralem of New York City. Mr. Stralem is chairman of the board of the George Junior Republic at Freeville, New York. This is the smallest republic in the world and is a co-educational town run by and for delinquent children between the ages of twelve and nineteen. The Republic was founded fifty-three years ago by William George, a sociologist, who ran a summer camp for underprivileged boys. The Republic is the oldest organization of its kind and was the model for the famous Boys' Town in the middle west. The children have their own form of government including their own courts, their own schools, and their own Federal Reserve Bank with their own

plastic money which they call "chink." There is also a training school for teachers and the whole private contributions. Dr. Alexander Forbes, one of the greatest hydrographists in the country, is president of the Republic, and Mr. Stralem has just resigned from his post as head of the Traveler's Aid Association to devote his entire time to the George Junior Republic.

The nation's hens produce 1000 eggs per second—almost as many as the radio comedians.

DO YOU WANT REAL RELIEF FROM ATHLETE'S FOOT MISERY?

PED-I-TOSIS, developed during the war and used by our armed forces, quickly kills fungi, relieves the torment of athlete's foot. PED-I-TOSIS is sold with a double-your-money-back guarantee of absolute satisfaction. Also effective for other foot infections and ringworm.

ASK FOR PED-I-TOSIS • Only \$1.00
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WILL PAY CASH

For good sized apartment lot (R-3 or R-4), centrally located (between Mel Ave. and Ramon Rd. and not over 2 or 3 blocks from Palm Canyon Dr.). If you really want to sell at a sensible down to earth price—I can get you quick action. Courtesy to brokers.

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In Palm Springs Week Ends

"World Federation"



K391
VERNON NASH

VERNON NASH

National Leader
World Federalists

SPEAK ON THIS SUBJECT AT THE
FINAL PUBLIC FORUM MEETING

SPONSORED

By The

Palm Springs
High School

at the

Palm Springs Woman's Club

314 South Cahuilla

Thursday, March 20, 7:45 p.m.

This is Appropriate Climax for the Peace Theme Meetings

This Advertisement Is Being Paid for by the Palm Springs

World Federalist

Organization

Which, Not Affiliated With the High School, Heartily Endorses This Lecture, and

Urges Your Attendance



Visiting B-Bar-H Ranch recently were two interesting groups. Pictured (lower right) is Mrs. Malcolm Kingsberg who was a guest at La Quinta and B-Bar-H, both, for a month each. Mr. Kingsberg, who is president of R. K. O. Theatres, Inc., left before Mrs. Kingsberg which gave her a little more time to continue working on her already good tan, to ride, swim and square dance, the latter which she has not done since a Girl Scout. Both Mr. and Mrs. Kingsberg expressed their opinion that their desert vacation has been the most ideal they have ever spent, including Florida!

differing considerably from our selection of Senators. He and his wife have been enjoying themselves tremendously merely relaxing and sunning and they intend to return as soon as possible.

PARTICIPANT in many civic affairs is Ernest Alschuler (upper right) here shown with Mrs. Alschuler. Mr. Alschuler has been active on the Hospital Board since the time it was organized, he is a director of the Desert Museum and chamber of commerce, active on the Red

Cross and has many other responsibilities. Mrs. Alschuler has her responsibilities also, claiming title of unofficial vice-president and girl Friday to all of her husband's activities. However, the Alschulers do find time to relax during the summer. Last year they vacationed in Europe, this year it will be South America.

WITH SUMMER coming on, the Frank W. Cutler house will be popular as ever, for during these hot months the Cutlers (lower left) open their pool to

Photos by Bernard of Hollywood.

the Village. The Cutlers themselves spend their summers in Portland, Oregon, leaving for several months their busy Palm Springs routine. Mr. Cutler is chairman of the Home Owners League, vice president of the Rotary Club, is a member of the Community Chest and chamber of commerce boards. Mrs. Cutler was active on the Red Cross for four years during the war and now is busy helping her husband in his many duties.

ANOTHER COUPLE at B-Bar-H was (upper left) Senator Salter Hayden, K. C., and Mrs. Hayden from Toronto, Canada. The Senator, at the time of his appointment, was the youngest man ever appointed to the Canadian Senate and his position is a lifetime appointment.

• Meet on Monday

World Federalists will meet Monday evening, March 17, at 7:30 o'clock in the Chamber of Commerce, 310 North Palm Canyon drive, to hear a talk by Dr. Warner S. Moon, veteran of World War 1 on "Post War Psychology."

An open discussion will follow the talk after which refreshments will be served.

A Pleasure To Show You A Desert Home

YOU WOULD BE PROUD TO OWN PERFECTLY PLANNED By the Famous Architect RICHARD J. NEUTRA

and Featured in National Magazines

Indoor-Outdoor Spacious Living Rooms

Studio Bar—Two Bedrooms

Landscaped With Native Flora and Citrus Space for Further Development

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Musical Program By Chancel Choir Highly Enjoyable

THE MUSICAL program presented by the Burke Octette under the auspices of the Chancel Society of St. Paul's in the Desert, at the home of Mr. and Mrs. John S. Lapp, on March 10, was enthusiastically received.

JOHN BURKE, who has been heard here in piano recitals in past, proved to be equally fine in the role of director.

WARREN MARTIN served as accompanist in a really delightful manner, never once overshadowing the singers, but furnishing a completely harmonious background for their fine singing. Mr. Martin is choir director at the First Congregational church in Los Angeles.

THESE GIRL singers reflect Mr. Burke's excellent training. Those who comprise the Octette are: Margaret Correll, Ruth Gates, Myrtle Shelley, Jean Roche, Ruth Hill, Esther Riley, Amelia Goodwin and Betty Peterson. Each of these has earned a reputation as a singer in her own right, and collectively they make one of the finest groups of women singers in this area. They are all members of the choir of the First Baptist church of Los Angeles, of which Mr. Burke is director. The program follows:

Group One—
Now is the Month of Maying Morley
Adoramus te, Christe Orlando di Lasso
In Bethlehem's Manger Lowly XVI Century
Strike it up, Tabor Thomas Weelkes

Group Two—
I Hear a Harp Brahms
Greetings Brahms
Song of Ossian's Fingal Brahms

Group Three—
Moon Marketing Powel Weaver
Ave Maria Zoltan Kodaly
Holiday Song William Schuman

Mrs. Frank Roberts, Director of the Chancel Society is to be congratulated on the success of the venture. Let us hope these singers may be heard in our village again in the future.

PALM SPRINGS, CALIF.
Friday, March 14, 1947

The Desert Sun—7

Royal Palms Hotel

In the Heart of the Village



MAKE OFFER

\$5000 Down

New, 2 Bedrooms, 2 Baths
See It!

FURNISHED
OR
UNFURNISHED

748 Calle de Rolph

Lee Halison
Phone 9620

DANNY GAUNT

in the

RAINBOW ROOM

Palm Springs' Favorite Entertainer at the Piano (No 20% Tax)



WALLY AND PAUL

in the

ROLLY ROOM

Hawaiian - Latin - American and "Half and Half" Sweet and Swing Music!



Excellent Seafood Cocktails

At the Sea Food Bar in the Rolly Room

ACREAGE

FINEST FARM LAND IN THE VALLEY—IDEAL LOCATION

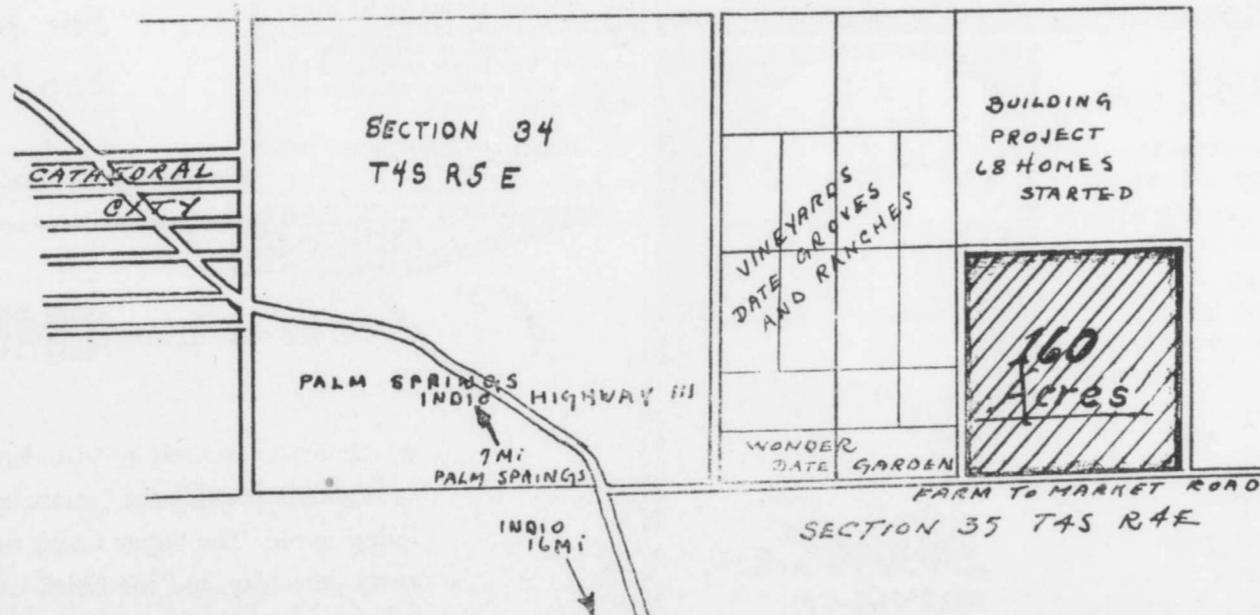
Two miles from Cathedral City shopping center — twenty minutes from Palm Springs—Facing 80 foot County "Farm to Market Road"

Excellent Opportunity

For subdivision—one to 5 acre farms—in the heart of date, grape and citrus agriculture.

CHOICE LAND IN THIS CHOICE AREA IS BECOMING SCARCE
Will Sell 40-60-80 Acres or Entire 160

Rich Soil—Finest Land for Grapes, Dates and Citrus



C. J. Burkett

Phone 7053

Gordon Feekings

REALTORS

754 N. Palm Canyon Drive

CROSSTOWN
by Roland Coe

"He's getting to look more like his Paw every day—especially around the eyes."

MORE ABOUT . . .

Publicity . . .

hotel and apartment house owners reported their establishments 30 per cent vacant and unless something is done to encourage travel to Palm Springs next fall may even see a greater percentage of vacancies.

Particular stress was placed by Harper on the importance of attracting conventions during the Fall to this community.

"Last Fall, the city had to turn down eight conventions of the size that could have been handled here," said Harper, "because there was no place where those attending could be fed at convention banquets or where three hundred to four hundred persons could sit down at a meeting."

It's a pity the speaker said, that the American Legion, which has plans drawn for a War Memorial building capable of handling such conventions, may have to abandon the project because of a lack of interest on the part of those who would directly benefit from such events in the Village.

"Popularity of Palm Springs where conventions could be held," continued Harper, "would afford business houses a sure income. But all of this takes money and the question is will those who would benefit be interested."

HARPER went on to say that many of the businessmen he talked to professed an interest in publicity and advertising but when it came right down to lending a hand in either the work or in the contribution of money, it was another story.

Jack West, associated with an advertising agency handling the Western Air Lines publicity spoke at the luncheon and declared that the "free ride" Palm Springs has been getting in national advertising layouts of wearing apparel, travel brochures and other mediums may be a thing of the past by next Fall.

"OTHER COMMUNITIES offering as much and perhaps more than Palm Springs are asking for free advertising, too," he said.

He declared that no business could operate with a slack period at the beginning and end of a season such as will be exper-

enced here this season. "Your hotels and apartment houses may be full now and it is the human tendency to become complacent with such conditions," West pointed out.

"When that happens somebody else steps in and gets the business, take a good example from the action of International Harvester and the Ford Motor Car company," West said. "Both of these companies with millions of dollars in back orders are still advertising and even announced a reduction in the cost of their products."

WEST SAID his organization recently attempted to learn for Western Air Lines whether people like to spend their time where there was an abundance of snow or would rather bask in the sun.

"We placed two one-column ads in Time magazine, one asking if they would like to spend their winter vacation in a snow country and the other where there was a lot of warm sunshine," West explained. "At the bottom of each column readers were asked to fill out a blank coupon indicating where they would like to go."

SIXTEEN HUNDRED replies were received West said, of which 400 hundred indicated their choice as snow covered resort and 1200 for a sun-country.

This result should add impetus to your desire for a good publicity campaign to get as much of this business as possible," urged West.

He added that Bermuda, the Atlantic coast and even Europe are planning aggressive campaigns to lure these winter tourists to their resorts.

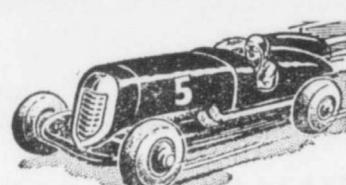
Sam Stewart of Sam and Leo, Rober Ransom, Earl Strebe, Ed McCubrey, Clinton Jones of KCMJ all spoke in behalf of the publicity fund.

We must not forget that while destroying many lives the atomic bomb saved many times as many, and demonstrated beyond argument that we must end war itself unless we prefer to see what is left of our civilization in ruins. —Dr. James P. Baxter III, president Williamette College.

Tune to 1340 at 5:25 P. M.
for News

\$300.00 CASH PRIZES!

BOYS AND GIRLS ENTER NOW



SOAP BOX DERBY

SOUTHERN CALIFORNIA RACING CHAMPIONSHIPS

to be Held at

DESERT HOT SPRINGS — APRIL 19

(8 Miles North of Palm Springs)

"49ers DAYS" — APRIL 18, 19, 20

FIRST PRIZE: \$100.00 CASH! Many more cash and trophy awards! Any boy or girl under 18 may enter. For home-made, motorless racers only. Contestants may be sponsored by American Legion, V. F. W. posts, business firms, civic clubs, or may be unattached.

FUN FOR THE ENTIRE FAMILY! Desert Hot Springs second annual "49ers Days" includes two dances, parades, plays, unique "49ers" gambling saloon, kangaroo court, shooting galleries, carnival concessions; in fact, everything for a gala week end for the whole family.

FILL IN AND MAIL TO: Soap Box Derby, Desert Hot Springs, Calif. Your entry papers will be sent to you at once.

NAME: _____
ADDRESS: _____
SPONSORS (if any): _____

Club Continental
To Open Tonight

Club Continental, 695 South Palm Canyon drive, just by the Tahquitz Creek bridge, plans a gala opening tonight with the expected arrival of its new beer and wine on-sale license, granted last week-end by the state board of equalization.

The place has been thoroughly re-decorated and Charles Madodox, formerly of The Stables, heads the culinary staff. Harry Westring will act as head waiter to greet the guests.

Kent, owner of the establishment, was in uniform for five years in the air corps.

Install New Brain-Wave Machine to Study Behavior

A new electroencephalograph, or brain-wave machine that detects electrical waves of a millionth of a volt emanating from the brain, is installed in the psychology laboratories of Northwestern university where it will be used to study human behavior and personality. The waves, which are stimulated by activity of the brain, are magnified 1,000,000 times by super-sensitive amplifiers and are recorded graphically on a cathode ray oscilloscope, resembling a television screen, and on ink writing and photographic devices.

The primary aim of the research is to discover the relation of the central and autonomic, or involuntary, nervous system to emotional and other types of behavior. In experiments, brain waves will be picked up by electrodes attached to a person's scalp as the brain activity is stimulated by light, sound and emotion.

Machines of this type now are used in veterans' hospitals and medical clinics to aid in diagnosing brain injuries and epilepsy and in locating brain tumors, but much remains to be learned about the basic nature of the electrical activity and its relation to the brain.

Women Control Purse in Prosperous Indian State

The Maharaja of Travancore rules an Indian state of unusual customs and advanced industrial development. The name Travancore is translated as "the place of the Goddess of Prosperity," notes the National Geographic society. The term goddess is especially appropriate because of women's favored position there.

Government is a semi-matriarchy and women are the heirs of property and the guardians of the family pocketbook. They vote, hold office, and serve as teachers, lawyers and doctors. Although the official heads of state are men, succession always is through the female line. Thus the inheritance is not passed down from father to son, but "sideways" to nephews.

The present Maharaja, member of an ancient Hindu dynasty, is well endowed with titles, including His Highness, Sultan, Maharaja, Raja and a three-word combination meaning "Invincible Sword in War." His subjects number more than 6,000,000.

Alkyd Resins

Alkyd resins enjoy the unique distinction of probably being the only class of synthetic resins that were born into the protective coatings field and later migrated to additional uses in the field of plastics. Alkyds made their initial appearance about the middle 1920s. One of their first important uses was in specialized finishes for refrigerators—gleaming white finishes highly resistant to abrasion, chipping, and staining or softening by food acids.

The elephant's trunk is one of nature's greatest anatomical achievements. It is flexible at every point and can turn in any direction, from any position. It contains no bone, but is interwoven with muscle and sinew.

Names . . . AND NICKNAMES

ARABI, LA.

THIS NAME WAS GIVEN TO THE TOWN IN THE 1890'S AFTER A FIRE DESTROYED MUCH OF IT. THE FIRE HAD BEEN STARTED BY AN ARABIAN SHEIK FOR REVENGE

Bad Axe, MICHIGAN

IN THE CENTER OF THE GRINDSTONE INDUSTRY: THIS TOWN OWES ITS NAME TO THE FACT THAT ON THE SITE SURVEYORS PLATTING THE TOWN FOUND A BROKEN AXE!

HOWARD GIBSON AND ARBY GIBSON



DOLL HOUSE DINING when this picture was snapped were Mr. and Mrs. Earl Henderson with Mr. Henderson's sister, Mrs. Ethel Swanner of Los Angeles.

Desert Museum Notes

TONIGHT'S MOVIES—Tonight Friday, March 14, at 8 p. m., in the El Paseo Theatre, the Museum-sponsored films will include "Down Where the North Begins: Ecuador" (color); "The Atacama Desert of Peru," and "Monuments of Ancient Mexico" (also in color). Next Friday's movies will be the story of a kangaroo: "Wild Innocence," also a movie on "Nightingales."

MEMBERSHIP meeting—Right after the above-mentioned movies at about 9 p. m., the 1947 annual meeting of members of the Desert Museum will be held to elect new officers to the Board of Trustees and to discuss plans and problems of next season. Plan to attend, for this is YOUR Museum, and you should have a say in how it's run.

PALMS TO PINES trip again—Because nearly 30 persons had to be left behind last Saturday, due to lack of transportation, the all-day auto caravan over the Palms to Pines highway up to Idyllwild and back through Beaumont and Banning will be conducted again tomorrow, Saturday, March 15. Meet in front of the Museum at 9, and bring your lunch. If you have a car, please bring it. The group will return by 5. Included in the trip is a stop at Banning Heights to see the fields of California poppies now in bloom there.

GOLDWATER MOVIES repeat—Popular demand has made it necessary to schedule a re-showing of Barry Goldwater's beautifying Colorado River Thru the Grand Canyon by Boat" and "The ful Kodachrome movies on "Down Desert in Bloom." So, these two reels will be presented for a second time this Saturday, March 15, at 8 p. m., in the El Paseo Theatre. If you missed seeing them last Tuesday, plan to be there tomorrow night . . . and better come early to get a seat.

TUESDAY FILMS OFF—The program of movies originally scheduled for showing this coming Tuesday night have been cancelled because of the lack of a site large enough to present them. Beginning Friday, March 21, all Museum programs will hereafter take place in the Fiesta House of the Desert Inn, rather than the El Paseo Theatre, which will by that time be in operation again as a movie theatre. Because the Fiesta House is so much smaller, of necessity, only Museum members will be seated between 7 and 7:45. After that time, if there are still seats available, the public will be admitted. "So if you have not yet become a 1947-48 member, you'd better right away to insure getting a seat at future programs," says Museum Director Smith.

City of Middle-Aged Chicago has become the home of the middle aged, according to a report by the Advisory Committee of the Chicago-Cook County Health survey. Chicago has fewer individuals under 20 years of age than does the United States, but also has proportionately few individuals over 64 years of age," the report points out. The proportion of individuals between 35 and 54 years of age in Chicago is greater than in the whole United States. There has been during the past 20 years a downward trend in both the birth rate and the death rate in Chicago, and these are important factors reducing the percentage of population under 20 years of age. Another factor changing the age distribution is immigration, which initially brought large numbers of persons in the child-bearing age group to the United States, but now has diminished to the point of being of no importance, the report said.

Ventilate Attic

If the ceiling in your house is insulated, keep the ventilators or louvers of the attic open during the winter months. Otherwise, frost will gather on the rafters and then when the weather warms up this frost will melt and the water will damage the walls in the rooms below. Before the ceiling is insulated, enough heat comes up to keep large amounts of frost from forming. After insulation, frost forms easily. With the ceiling insulated, open ventilators act to eliminate the frost just as an open side window in your car will keep the frost off the cold windshield. Inspect your attic after severe snowstorms as snow may be driven through the ventilators by strong winds. Burlap or thin muslin, nailed over the ventilators, will help hold the snow out.

Bright colors are better for infants' toys than the pastel hues rattles mothers and grandmothers prefer to buy.

—Dr. Wladimir G. Eliasberg, Rutgers university psychiatrist.

Catherine the Great, on finding an early spring violet growing in a park, placed a sentry over it so that it would not be plucked. She forgot to rescind her order, and sentries guarded the spot for 150 years.

Registration for Better Citizenship

Need Postmaster
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Hot Springs Area

Desert Hot Springs needs a postmaster.

An open competitive examination for the appointment of a permanent postmaster at Desert Hot Springs has been announced by the civil service commission.

Applications must be filed with the commission in Washington, D. C., not later than April 3. Date of the examination will be announced later.

Required forms and information on the examination may be obtained at the Desert Hot Springs post office or from the United States Civil Service commission at Washington 25, D. C.

V.F.W. Auxiliary To Stage Dance Saturday

Regular weekly dance sponsored by the Frontier Post of the Veteran of Foreign Wars will be held this Saturday at the Desert Mill as a benefit for the Ladies' Auxiliary. The money will be used by the latter organization in Veteran welfare work.

Ted Reed and Wife Plan Anniversary

Mr. and Mrs. Ted Reed were scheduled to leave Sunday by motor for the Last Frontier hotel in Las Vegas, where the couple will spend four days celebrating their first anniversary. The two Villagers were married in Las Vegas, March 18, 1946.

At Las Vegas, Ted Reed, who is a licensed airplane pilot, plans flying his wife on an aerial tour of the state of Nevada.

MORE ABOUT . . .

Federal Jury . . .

ing to the story told local police, said he didn't know the gun was loaded. Others held are Marcus Pete Jr., Jimmy Sabuel and Richard Miguel. The FBI study will determine charges to be filed against the four.

SINCE all were charged with drinking on the reservation, they are being held and a charge of murder may be filed against Arenas, pending result of the investigation.

Miss Martin, daughter of John Martin, Indian officer at Banning, died of a bullet wound at the local hospital a few hours after being shot in the abdomen by a 22-caliber rifle assertedly in the hands of Arenas. The latter claimed he thought the gun was unloaded.

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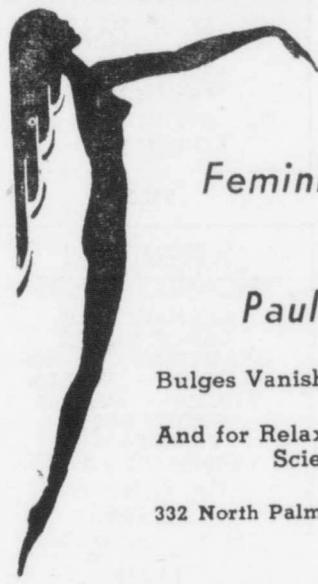
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The Desert Sun

Palm Springs, California

March 14, 1947



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**Mystery of
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Ma Hoskins has a favorite rocking chair that's worn and shabby, with a noisy creak. Pa Hoskins has listened to that squeak for thirty years . . . and he decided to do something about it. So he bought a new rocker, and hid the other in the barn.

Ma allowed as how grateful she was . . . but when Pa missed her one afternoon, he heard a familiar sound that led him to the barn. There was Ma rocking happily in her old chair—squeak . . . squeak.

No need to tell you how Pa felt.

Joe Marsh

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Border Patrolman Slain By Alien Smuggler

Local Police Join Desert's Greatest Manhunt for Killer

BOB PHILLIPS and Jim Maynard, Palm Springs police officers, took part Tuesday at midnight in one of the largest posses ever assembled on the desert, following the fatal shooting of border patrol officer, Anthony Oneto, 30, and the wounding of patrol officer, John Fouquette, 30, by a smuggler of alien Mexicans.

More than 200 officers from desert communities assembled at the scene of the killing east of Indio, an hour after the wounded Fouquette radio flashed the news of the shooting.

IN JAIL several hours later was Charles Romero Ochoa of Brawley, the suspect, who freely admitted the killing, it was reported after the two officers in a routine check had found three alien Mexicans hidden in Ochoa's automobile. Two of the Mexicans were found crammed in the trunk of the smuggler's automobile and another was found crouching behind the front seat.

According to the story told by Fouquette, the aliens were transferred to the patrolmen's automobile and Ochoa was ordered to proceed ahead of the officer's car enroute to the police station at Indio. After both cars had transversed a mile or so, Ochoa pulled his car over to the side of the road and jumped out of his automobile, shouting to the officers that his vehicle had run out of gasoline.

Fouquette said he was driving and he, too, stopped his automobile as Ochoa approached along the darkened road to the right side of the patrol car. Suddenly, the smuggler raised a 32-caliber Luger automatic pistol and through the closed window of the automobile ordered the two patrolmen to raise their hands. When this command was disobeyed, Ochoa started shooting through the window.

THREE BULLETS struck Oneto in the head, killing him instantly and then the killer turned his gun on Fouquette wounding him in the shoulder.

Officer Phillips in reporting the story as he heard it, said that the smuggler then started to run but not before Fouquette painfully forced himself out of his automobile and gun in hand took a shot at the fast-disappearing form of the gun-wielder as it disappeared in the darkness.

When Ochoa was later apprehended near Truck Haven, he was found suffering from a superficial wound, but which had failed to stop him.

MEANWHILE, as Fouquette was attempting to ascertain the extent of Oneto's injuries, the three alien Mexicans jumped from the death car and fled in the darkness. At a late hour yesterday, police were searching for them.

Included in the manhunt were officers from Riverside and Imperial county sheriff's office, Indio police department, the border patrol, state highway patrol, Banning, Beaumont, Blythe, Hemet,

DON CABALLERO

THAT NAVY PLANE that buzzed the Racquet club last Sunday noon was piloted by none other than Lt. Commander Wayne Morris of Hollywood. Also from movie land came Buddy Rogers who flew down with the Jay Beismeyers. Buddy is an expert pilot, having been a member of the Army Air Corps during the war and having owned his own plane for many years.

THAT ENERGETIC pianist Martha Davis at the Circus Bar is attracting a large following. Among her enthusiastic fans can be found Harold and Caroline Hicks, Ferdie and Beatrice Leval, Herbert Maas, Ernie Flatt, Bert Kopperl, Patti Helms, Dick Mann, and Bill Wallace.

ONA BROWN has returned to Palm Springs after spending a week attending the races. Returning with her for a day were the Bob Kenastons. Mrs. Kenaston is the beautiful Billie Dove who with her lovely grey hair and youthful face was a year round resident of the Village a few years ago. Bob's brother Jack has recently married our own Helen Lindsay, formerly manager of I. Magnin's.

A CARD from Acapulco, Mexico, tells us that Emi Fors, a resident of Palm Springs for many years, is now running her own dress shop south of the border.

SATURDAY NIGHT at the Racquet Club found Donald Stralem entertaining Anne Miller and Philip Reed. Also seen dancing were Ida Lupino, Jack and Eleanor Cushingham, Francis Robinson of Beverly Hills, John Tracy, Jack Noll of Fort Wayne, Indiana, Mr. and Mrs. William Winans of San Marino, Mr. and Mrs. Van C. Nivin of Beverly Hills and Mr. and Mrs. W. H. Booth of Hollywood.

VISITING Mariedna Borden over the weekend were Ray and Frances Stark and Mike Levee Jr. Frances is the daughter of Baby Snooks, more formally known as Fannie Brice.

THOSE ARDENT equestrians in Rogers way packed up their bed rolls and took off on a four-day pack trip to Thousand Palms. Those enjoying the sun in the morning and the moon at night

Yuma, Calexico and Imperial valley cities.

OCHOA was apprehended without a struggle when he faced a road block of Brawley border patrolmen 55 miles from the scene of the murder at Truck Haven. He was lodged in the Indio jail by agents of the Federal Bureau of Investigation.

Oneto, veteran of World War II, was commander of the Coast Guard gunboat U. S. S. Cavalier and participated in landings on Leyte, Trinian, Lingayen and Luzon before his boat was torpedoed from beneath him in 1945. He was stationed with the Indio Border Patrol unit. His wife is in a hospital awaiting the birth of their second child.

were Bill and Mary Gargan, Travy and Willie Rogers, Jack and Helen Kenaston, and Bill Bassichis, Jerry Hoppe, Eddie Cohen, Claude and Ruthie Veleur, Mr. and Mrs. Red Ferrari, and Henry Gordini.

SEEN on the courts at the Racquet Club over the weekend were Harold Hicks, Paul Lukas, Donald Stralem, and Herbert Maas. Mary Jane Book of Grosse Point, Michigan and Mrs. C. Harold Wills of Detroit are also ardent players, as are Mickey Levee, Elizabeth Geoffrey, and Buddy Small.

HOW MANY native Palm Springsers can do as well as these two dudes? Two trigger Jack Kriender and Fernand Leval, both residents of New York City, think nothing of walking from the center of the Village to B-Bar-H Ranch and back before lunch. And what is more they do it the hard way, across the wash and over the dunes, right at the hottest time of the day.

BACK FROM MEXICO is Anita Haskell Jones. She joined Bill Hailey and Leslie Harris for cocktails at the home of Oma Brown last Tuesday afternoon.

ON THE ANNIVERSARY of her Academy Award, Joan Crawford arrived in Palm Springs. She is staying at the Racquet Club, as is Attorney Greg Gautier, and lovely Rita Heyworth.

GUESTS in the Village this week and staying at the Racquet Club are Major and Mrs. Ednyfed (Please Turn to Page 13)

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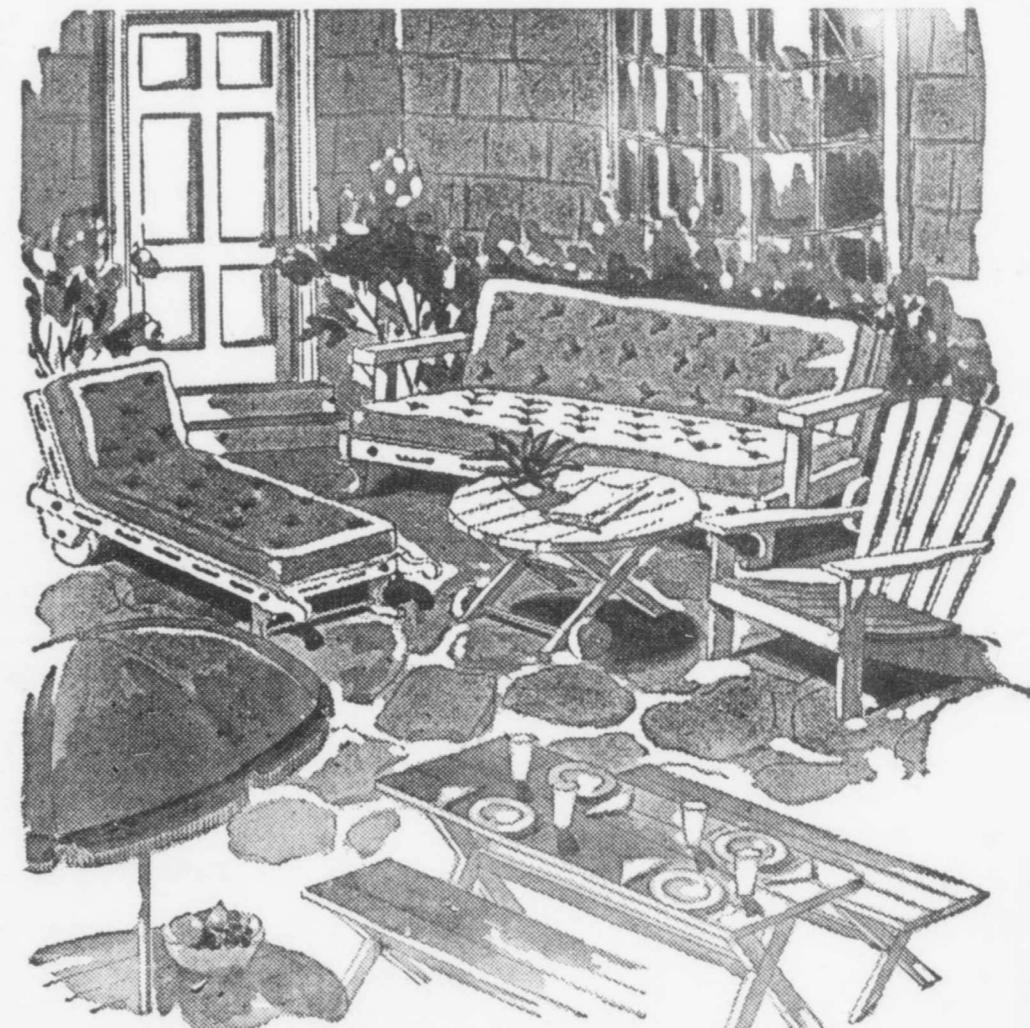
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Millinery is Young And Gay

Perhaps it's the sunshine, the flowers or just something in the air, but Spring hats are on the move. With the young flattery and nonchalance of the head-hugging crown firmly established in the fashion scene, brims and trimmings take new directions. There is a new movement a-head that makes a plain little helmet seem almost as out of date as an overstuffed sofa pillow.

Looking backwards is new and smart, when it comes to the high point of a Spring 1947 chapeau. Although most of the current crop of "bonnets" continue to emphasize the charm of a pretty face by posing well back from the hairline, designers are stressing the importance of an equally alluring back view. Streamers, feathers, flowers and bows show a definite tendency to snuggle down at the nape of the neck and this gives even the classic cloches, sailors, toques and bonnets a definitely different air.

But while many more backwards, other hats move forward and some silhouettes put stress on a distinct "fore and aft" interest. Boat-shaped bicornes, off-face tricornes and Watteau bonnets show this influence in proulike brims which are balanced by back-interest trimmings. Even the occasional forward-perched hat, inspired by the older woman's conviction that nothing also is so flattering, usually has veiling or ribbon fullness massed toward the back for a smoothly balanced silhouette.

SIDE WISE

Another flattering movement in Spring hat silhouettes is the "sideways" angle. Most often used in bonnets, or in trim cap-like cloches, it features a brim that lifts back from the brow at a three-quarter angle that slants gently down to one side.

Still another evidence of the symmetry of Spring hat silhouettes proves the old adage that what goes up must come down. Wide-brimmed hats, which will grow in importance as the sun grows stronger, may be crowned or crownless. They are always worn well back of the hairline, so that even the upcurving brims barely miss the shoulders in back. Simple round brims are usually unstiffened and especially when extremely wide, have a tendency to ripple softly around the face. They may be wreathed in flowers, foliage or fruit and for garden party glamour, they are often draped with sheer lace, chiffon, tulle or veiling.

DETAIL RICH

Fabric hats and hats of straw combined with fabric are luxuriant and lovely. Thin hand-blocked silk scarves, delicate chiffons, nylon and cotton net vie with the elegant tulles and veillings. Crisp striped or plaided taffeta is particularly smart for suit hats, trimmed with velvet ribbon or flowers, or for trimming hats of straw. Many of the taffeta-trimmed hats are worn with matching accessories like an ascot, a belt or a pair of short gloves. Cotton eyelet and sheer lingerie cottons are used for demurely sophisticated bonnets, while snowy pique is an elegant foil for Spring tailleur.

Ribbons of every variety are handled with artistry and dis-

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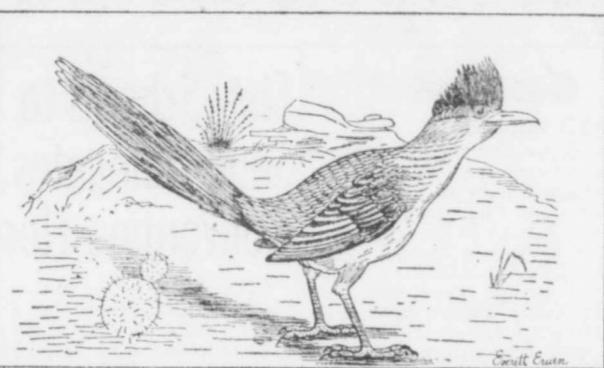
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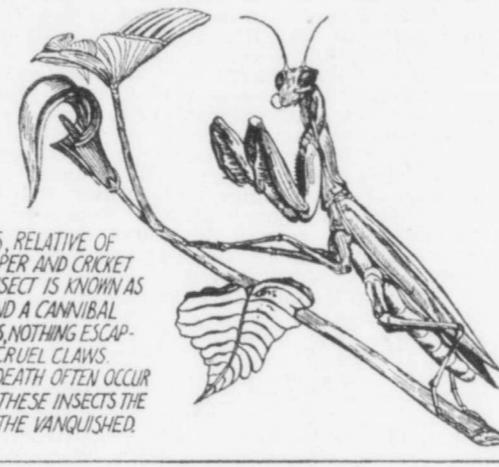
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THE STRANGEST THING



ROAD-RUNNER MEMBER CUCKOO FAMILY, FOUND IN MESA OF S. CALIF. AND MEXICO, ABOUT 20INS. LONG, BROWNISH AND WHITE, CREST BLACK BLENDING TO GREEN. FLIES ONLY IN AN EMERGENCY—WOULD RATHER RUN. FEEDS ON INSECTS, SMALL INVERTEBRATES AND AT TIMES SNAKES.



PRAYING MANTIS, RELATIVE OF THE GRASSHOPPER AND CRICKET FAMILY. THIS INSECT IS KNOWN AS A MURDERER AND A CANNIBAL. AMONG INSECTS, NOTHING ESCAPES ITS SHARP, CRUEL CLAWS. FIGHTS TO THE DEATH OFTEN OCCUR BETWEEN TWO OF THESE INSECTS. THE VICTOR EATING THE VANQUISHED.

cretion, in perky bows, graceful loops and chous or fluttering streamers. All sorts of flowers, from the tiniest yellow mimosa, forget-me-nots and violets, to the great, splashy sink cabbage roses are used for trimmings. More often than not, flowers are massed in sprays of color against the crown or brim, to accent the basic movement of the silhouette. Fabulous imports and incredible postwar fabrics are again available in profusion, to add a new richness to the hats of Spring and Summer 1947. Yet these new creations are notable, above all, for their discreet charm and wearability.

Soon to go on sale is the full Pearl Harbor testimony, complete in 40 volumes of 500 pages each. Naturally this fascinating mystery must be boiled down to get into the anthologies of celebrated crimes, still unsolved.

American men are big, generous, and kind, and the reason they are so big, generous and kind is that they have been reared by American women.—Paulette Goddard.

Charles Hill III Will Marry Elsinore Girl

A wedding at the First Methodist church in Elsinore on March 29 will unite in marriage Miss Claire Elaine Lillie, member of an old and prominent family of that city, and Charles S. Hill, III, of this city. The ceremony will be performed at 4 o'clock in the presence of a large number of relatives and friends of the bride and groom.

Miss Lillie is the daughter of Theron C. Lillie of Elsinore. She is a very charming young lady, who, after attending Elsinore schools, went to University of Redlands where she was one of the roommates of Mr. Hill's sister, Miss Anne Hill, and the two young ladies are members of the same sorority. She is a successful teacher in the Elsinore schools this year.

Mr. Hill is the son of Mr. and Mrs. Charles S. Hill of this city and has made his home here much of his life. He has been connected with the Southern

Palm Springs Group Entertains at OES

San Gorgonio Chapter No. 515, Order of Eastern Star, met Tuesday night at 8 o'clock with Worthy Matron Dorothy Obst and Worthy Patron Jimmy James presiding. Floral decorations for the hall consisted of Lacy white bridal wreath and iris, furnished by Betty Thomason and Edith Eastwood.

At the conclusion of the regular proceedings the meeting was turned over to Mrs. Florence Murphy, president of the Palm Springs Eastern Star Luncheon Club, and her group for program, games and refreshments. "The Lamp Lighters" of Palm Springs presented a musical program of unusual variation in selection as well as arrangement. Some of their numbers were: "Blue Skies", "The Desert Song", "Skip to My Lou", "The Anniversary Song", "Tumbling Tumbleweed", and "Minagra Nicaragua". Six members of the Palm Springs group challenged an equal number from Banning for two games. It would be doubtful to say which group had the most fun, the spectators or the participants.

Men adore a feminine softness about necklines! So there is lace for the new blouses, as well as fine, hand drawn details and elegant buttons. Every suit calls for several blouses to adapt it to various occasions, and many of the suit dresses can double their wearability with the addition of a pretty blouse.

Very new is the longer line blouse to pull down taut over a pleated skirt: a fashion which originated in Paris and was quickly picked up by American trend setters.

Sweaters are also worn this longer-torso way, and are woven on entirely new patterns to give a slim, figure-moulding effect devoid of the baggy fulness of not so long ago. Actually, these new knitted garments are sweater middies, as new as Spring itself. And very well liked for sports wear is the turtle neck sweater.

Slacks will be worn in better taste—and meticulously tailored to fit the feminine figure according to its needs, with white and off-white shades gaining as the thermometer shoots upward. And pedal pushers—those becoming long shorts, with a top in one, to the American woman.

PALM SPRINGS, CALIF.
Friday, March 14, 1947

Hair Styles Are Hat-Wise

Clinging wisely to what is most becoming to her particular type, the American woman refuses to make either "long" or "short" hair all-important. She prefers to recognize that each can be smart, adaptable and appropriate around the clock. And if her hair is long—but she wants a short effect, up it goes; if it's short and she wants a long coiffure, she invests in real hair strands to match her own. These can be done in braid, chignon or pageboy styling according to her whim.

The U. S. Bureau of Human Nutrition reports that Americans were better fed during World War II than at any time in the past 37 years. During that time milk consumption increased from 169 quarts per capita in 1909 to about 357 quarts in 1945.

The American Bowling Congress was established in 1895, and is recognized as the supreme court of the sport.

are smarter than ever. Separate jackets will be waist conscious enough, even when intended for active sportswear, to follow the moulded line so dear to the American woman.

R-U-AWARE?

The THRIFTY BUILDERS AND SUPPLY COMPANY

To turn well-worn hair ribbons into perky bows for a little girl's party attire, wash them carefully and dip in starch in which you've dissolved a specially prepared wax-like product. Iron ribbons before they are entirely dry and they will have a crisp, satiny finish.

When you drive a vehicle over 50 miles an hour you are not operating it.—Gov. R. Gregg Cherry of North Carolina.



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Do not let us foist this humbug on the world—Sir Hartley Shawcross, British UN delegate, on Soviet disarmament proposals.

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Full Price, \$29,500

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Open House Set for May 1 at Local Schools

Open House, Thursday, May 1, will highlight Public Schools Week at P.S.H.S.

Faculty and students alike are busily preparing for the occasion. In the cabinet shop Mr. C. H. Collins and his boys are completing many projects and promises to have cedar chests, tables, chairs, beds, and other miscellaneous pieces of furniture ready for the occasion.

In the art department Miss Margaret Michel's students are busy with clay, oil, charcoal and leather in the preparation of their exhibits. Mr. and Mrs. Alexander Hammond, taking advantage of the new rooms, are rehearsing their choral groups, as often as possible in preparation for the second operetta of the year, "Trial by Jury," to be held for open house.

The English classes are no exception to the rule. They are preparing their best themes and poems. The photography class, under the direction of Paul Summers, is preparing their best photos of the year for their exhibit.

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Under the Shade Of the Sheltering Palms—H. S. Song

By LO LO VALLIER

Ever so much is said about how the buildings of Palm Springs High School are growing, and how the population of students has sprouted up almost overnight and of the plans for even bigger and greater additions, but it is very seldom that anyone ever mentions the trees on the campus—notably the palms that grace the front lawns. When the high school was very young the palms were only small promises of what was to come. They cast meager little patches of shade, but it was in those little patches of shade the very first students of P.S.H.S. would sit on a sunny day.

The earliest photographs of the school show them as they were then, little, minatures, short and stocky, their leaves branching out proudly in each direction.

AND OH HOW they have grown! Taller they have grown—and stronger too. Today the shade they give is enough for many students, and in the late photographs the territory they cover is far greater. They stand like constant guards, never tiring, brave and courageous.

For seven years now students have sat beneath those trees. They have sprawled on their backs and on their stomachs gazing up sometimes through the palm leaves, in their drowsiness half hypnotized by the constant motion of the long slender leaves moving with the desert breezes. They have sat there in the mornings and at noons munching on a little lunch from home perhaps, reading a book, memorizing a poem or merely thinking. For many dreamers have sat there in the shade, hoping, dreaming away their time. They have seen the tree shadows waving a little in the dark after some gathering or school dance. They have glanced at the mountains, the building, and then the trees and said good-bye after graduation exercises at sunset.

AND SOMETIMES alumni have come back to sit there on the green, know the familiar feel of dried grass in their hair again, hear the old rustling in the tree-tops and reminisce a little.

And the students of today may pay a visit back to the old school themselves someday and do the same if they are lucky. And by then the new trees which are not yet even set in before the new section will have grown tall and the old trees will be older yet.

If they cannot return again there will be those memory pictures of high school days indelible in their minds, and one of these—perhaps the very clearest of them all—will show the stately palms, their leaves rustling a little with that same old desert breeze. And as they walk the lane of memory, gazing about them with their mind's eye, they will stop along the way of life to wonder that such simple beauty might one day have meant so much.

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Gazoozit

By LO LO VALLIER

Well, seven days have passed once more and so lifting my pen in hand again only to discover it is holding no ink—once more—Gazoozit is about to be composed.

And if I were a famous composer I think I would even write a song about the week-end. All the kids finally got in the groove again after a kind of semi-hibernation that has come and gone in little sprees and spurts for some time and is now over with for good, I hope!

JILL NORRIS planned a fine little party to take place Friday night at her home but lo and behold it didn't turn out to be a fine little party at all. It was rather fine I'll admit but not the least bit little. I have heard it said by Jill herself that it was a stinking party but that's simply because the kids were eating garlic bread with their chili! You see, it was a chili feast but there were all sorts of other things to eat too and there to enjoy it all were exactly thirty people. To name some of them there were Coni and K. K., Marilyn and Stenson, Dixie and Kenneth Jackson, Mable and Noel, Bill Emery, Warren Emery, Don DuBose, Henson, St. George, Elanne Purcell, Marlene Knoer, Corky Hammond, Joey Flavin, Tom Griffith, Jack Pendery, Chuck and Sandy, Walter Bender, two friends of Mabel's named Frank Kass and Bob Machtof. These two fellas seemed to be giving all the girls a big buzz.

BY THE WAY Chuck hit Sandy over the cranium with a huge, enormous dictionary. He must have been trying to pound some sense into her head.

I heard Jill and Don seemed to be getting along real well at the party. Seemed just like old times. Maybe they'll go together again sometime. You never can tell.

Friday night Ralph Woodward, Barry Miller, and Tom Shilling all went up to Snow Valley and stayed up there all day Saturday too.

Donella Knapp threw a gay and joyful little slumber party, Friday night which was truly a success, for not a creature slept and that's what it takes for a slumber party.

THE DANCE Friday night in the Aud. wasn't too, too crowded but then what can you expect with all the clashing circumstances? However, everyone who was there was having an extraordinary time. Just call Virginia Miller eaves-dropper. But she didn't need to eavesdrop to hear Dora Taylor. With a good hearty scream like that she ought to make a marvelous singer. Jo Wilkes tried hard to give some good honest advice to the loren (Chuck Blackheart) but having a black heart he didn't take it to heart. Armeson and Pat Warren went whirling around diligently while some thought of many things other than dancing. Bob Lineau was in one of his remarkable moods where his mind ran only on two tracks. What's the matter, Virginia, playing hard to get? Chuck St. George and Henson dropped in for a minute (big romance!) but dropped out again before long as many of their kind (males) are inclined to do. Ella Ruth Brown was out with Bob Morrison. Dora was with John and Slocum was with Nick. These last four were having a rip-roaring time deluxe as were several others such as Delano, Whitehead, Klug, Wino and Red. Jeannette was out with Johnny again. Jo Ann Hurd's friend, Barbara Veatch, was with her steady, Ted, and Candi was with Ted's friend, Leigh. A few kids made their way up the winding paths to snob hill after the dance to talk over old times n'stuff. Audry and Searles were there and so were Ella Ruth and Bob Morrison. Ah, the scenery was grand.

THE IMPORTANCE of right thinking will be the topic of Harry Abels of Los Angeles, Sunday morning over the Columbia Church of the Air.

THE PROGRAM, broadcast over KNX at 7:30 a. m. Sunday, will be under the auspices of the Christian Science Committee on Publication for southern California.

Sixty Schools to Send Delegates to Convention Here

The G.A.F. Convention is the biggest thing that the P.S.H.S. Girls' Athletic association has ever tackled. Mrs. Moya Henderson, advisor, told a meeting of the G.A.A. Wednesday, March 5. "Some sixty schools are sending a total of 300 representatives to the gathering here Saturday, March 15," she said.

Plans that have been formulated to date call for registration of representatives from 9:30 to 10:30 in front of the Plaza theatre. A business meeting will be from 10:00 until 12:00. Unification of G.A.A. point systems and voting of 1947-1948 G.A.F. officers will be followed by a talk by Mrs. Elta Phister at the meeting. Luncheon will be in the patio of the school from 12:30 to 1:30. Panel discussions meetings will occupy the afternoon. Topic will be "Dancing for Credit," "G.A.A. Finances," "Health Excuses," "Presentation of Awards," "Play Days," and the meeting of "Old and New Executive Boards."

A FASHION SHOW will be given during luncheon in the euefme siRa:Pres 1 patio. Western and play clothes will be modelled from Spaulding's, Roma's, and Knobby Knit to carry out the western theme.

"We are indebted to the townspeople for their help and cooperation with us in sponsoring this event," Mrs. Henderson said. The use of the Plaza theatre has been given by Earl Strebe. Tables, benches, and culinary equipment are being rented from Jack Boyer, and the cooking of the western luncheon is being done by Charley Maddox of Roger's Ranch, with Mrs. Patsy Walters in charge of the cafeteria.

"We hope that our plans will make the convention pleasant as well as constructive for the girls, as many are coming from a great distance," Mrs. Henderson concluded.

CORRESPONDENCE indicates that representatives will attend from as far as 300 miles. Some of the more distant of the expected sixty schools to be represented here are: San Luis Obispo, Nordhoff at Ojai, Palos Verde at Blythe, Barstow, Fillmore, Santa Paula, Needles, Randsburg, San Diego, Point Loma, El Centro, Victor Valley and Wasco.

Right Thinking, Topic of Lecture

THE IMPORTANCE of right thinking will be the topic of Harry Abels of Los Angeles, Sunday morning over the Columbia Church of the Air.

THE PROGRAM, broadcast over KNX at 7:30 a. m. Sunday, will be under the auspices of the Christian Science Committee on Publication for southern California.

County Citizens Still Investing

RIVERSIDE county citizens invested \$616,266.50 in Series E, F and G bonds in February, according to word received this week by Tom Holland, who successfully managed bond campaigns here during the war.

E BOND sales alone, Mr. Holland said, totalled \$371,685.50.

PALM SPRINGS, Mr. Holland added, played a big part in the county's total.

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Track Prospects Topsy Turvy in Coach's Opinion

First the A's, now the B's! Last week Coach Thompson held high hopes for the B squad, and now, as the "B" boys slack off, the "A" men take over. Quoting Coach Thompson: "Most of the "B" boys think that they can wait until a few days before the meet to start training, or to go in without training at all! This latter plan is usually the cause of track injuries."

Although the coach has brighter prospects for the "A" class, these boys are just beginning to "talk it up," and our first meet is speedily approaching. Aside from this, not too much enthusiasm is shown.

Coach Thompson has inaugurated a system in physical education by which he hopes to interest more boys in coming out for track.

The sign-up list is not available as yet, so no one outside of Phys. Ed. department knows just who has signed up.

With the removal of many layers of retoucher's paint and varnish, Rembrandt's "Night Watch" emerges as fresh as new. Thus temptation begins all over for the mustache-pencil.

Most people don't know anything at all about how to vote... If you put Judas Iscariot on the ballot, he'd get 1000 votes in Shelby county (Memphis).

—Edward H. Crump, Tennessee Democratic boss.

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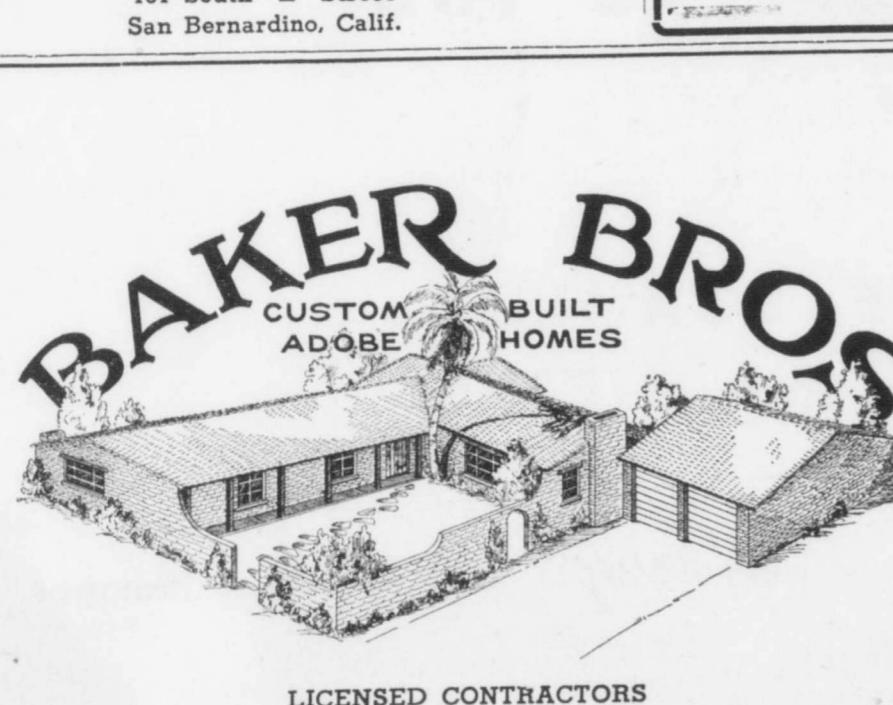


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PALM SPRINGS



(Please turn to Page 13)

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Four rooms on one side including 2 bedrooms, kitchen, tile sink, dining-living room, fire place. Other side has one bedroom, kitchen, dressing room, bath. This has a sprinkler system, back and front patio, barbecue, and many more attractive features.
Very Good Buy at
\$19,750

DOROTHY NUSSBAUM, Associate

High School Smoke Signal

Student Fund in The Red; Support For Games Sought

The shocking fact that there is only five dollars left in the student body athletic fund, with outstanding bills totalling \$25, was revealed to P.S.H.S. students in an assembly Friday. Officials for baseball games cost \$25 for each game it was pointed out. The remaining baseball games must be cancelled if funds cannot be raised to pay the officials. The bill cannot be paid from district funds, Dr. E. E. Oertel explained.

The general student body fund is not much help either, according to Ralph Remy, financial adviser to the students, since it has a balance of only \$50. It was explained that athletics in P.S.H.S. is not now paying for its own officiating expenses which averages \$25 per game for the three major sports, and that the general fund is not large enough to bear the burden.

STUDENTS were asked to help solve the problem by coming to the games and paying admissions. Coach Thompson expressed the belief that if the students turned out for these games the cost could be met. He also said he would rather pay the officiating expense out of his own pocket than see the games cancelled. A game was played Friday at the school between P. S. and Perris and the students were excused from afternoon classes, after a minimum legal day, to attend the game. The admission price was 25 cents for those who did not hold Student Body cards. \$47.95 was received in ticket sales with 20 per cent going to the government for admission tax. Many Student Body card holders bought tickets to help boost the game receipts.

WAX PROTECTS BRASS

A coat of wax applied to brass door knockers forms a protective film which keeps off tarnish.

No child is born into the world to be bad or to be good. He is as bad as good as we make it possible for him to be.—Judge Jacob Pankne of New York Domestic Relations Court.

Two Full Pages of Classified Ads in Each Issue

MORE ABOUT... Don Caballero . . .

H. Williams of Chicago. They arrived Monday.

Mr. Williams is chairman of the Illinois racing board and was president of the national association of state commissioners from 1944 to 1946. At present he is chairman of the executive committee.

They were in California to attend the Santa races and the Louis B. Mayer sale. They also witnessed the Santa Anita handicap and stopped over here en route by motor back to Chicago.

VISITING at the home of the Gordon M. Clarks are Millicent and Roscoe Campbell, owners of that beautiful spot in Santa Barbara, "Pine Crest Lodge."

THE CAMPBELL'S built and managed Salono Court here which is now Harlow's Haven.

SPENDING a few days in Palm Springs as guests of Mr. and Mrs. Saul Ruskin at their winter home on Prescott drive were Judge and Mrs. Ben Rosenthal and their daughter Gloria. Judge Rosenthal is a municipal court judge in Los Angeles.

The judge enjoyed the relaxation of the desert as a contrast to his pressing duties and heavy court calendar in the city.

They plan to return to Palm Springs for another stay at an early date.

GEORGE AND ETHEL Strebe's popular Doll House was the setting for a number of small but merry parties this week.

Mr. and Mrs. Harold Hicks dropped in with Mr. and Mrs. Earl Hough Mr. and Mrs. Elma Purnell, Mr. and Mrs. Joe Henderson, Mr. and Mrs. Jack Gorham, and Mr. and Mrs. Earl Neel, after a Los Compadres ride.

Local residents Mr. and Mrs. Jack Freeman were there with a group of friends. Nearby was former screen actor and band leader Buddy Rogers who is married to famous silent screen actress Mary Pickford. Mr. and Mrs. Jack Kriendler, owners of the 21 Club, were with Student designer, Raymond Loewy.

Dennis Morgan, Jack Carson and Tony Romero, who are in the village this week filming a new picture at Thunderbird, were also present. At the request of one of his fans, Mr. Morgan sang "Happy Birthday" to her, it being her natal day.

There too were Mr. and Mrs. Irving Synder, Mr. and Mrs. Edward Small. Mr. Small is the famed director and producer who is spending the winter here, and Mr. and Mrs. Howard Fry of San Francisco. Mrs. Fry was also celebrating her birthday with a group of friends from the northern city.

THE TENNIS CLUB was the setting Sunday night for a delightful dinner given in honor of Mr. and Mrs. George Phillips by Mr. and Mrs. L. S. DeGraff. Mr. and Mrs. Phillips are here as the houseguests of Mr. and Mrs. DeGraff.

Enjoying the pleasant evening as the guests of Mr. and Mrs. DeGraff were Mr. and Mrs. Howard Flint, Mr. and Mrs. Farny Wuritzer, Mr. and Mrs. Charles T. Baisley, Lydia Phillips and Robert Flint.

RUDY VALLEE returned to Palm Springs Saturday evening following his three week engagement at the Hotel Last Frontier in Las Vegas, which was a tremendous success. Extra shows were demanded nightly, which also included the Merry Macs, Mr. and Mrs. Mulcahy, Harmonica players, Walter O'Keefe, comedian, and Jane Harvey, who recently completed an engagement at Ciro's in Hollywood.

Mr. Vallee was happy to be back in the Village, spending his week end relaxing in the sun. Saturday evening was spent at the Tennis Club entertaining a group of his friends which included Mary Ann Nyberg, Doctor and Mrs. Joseph A. D'Alessio, Benny Krueger, musical conductor and Miss Elaine Duncan.

Franciscan missionaries introduced California's first olive trees from Mexico.

Proverbs are almost a "second language" to the Chinese and are used by rich and poor alike, says a University of California professor.

Plaza THEATRES

El Paseo

STARTING TUESDAY, MARCH 18

Myrna Loy Frederic March
Dana Andrews Teresa Wright
Virginia Mayo Hoagy Carmichael
in
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"The Best Years of Our Lives"

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House and Structure Moving of All Kinds

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U. S. Highway 99
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North Palm Canyon Dr.

Whitewater
California



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Every Wednesday and
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Cocktails • Beer • Wine
ARCHIE and JUDY
(Mixologist) (Hostess)

ALL-CRAFT Custom Made

VENETIAN BLINDS

ANNOUNCE
A NEW "DIRECT FROM FACTORY TO BUYER"
SERVICE
AT LOS ANGELES PRICES

2 WEEKS' SERVICE

Featuring Desert Colors

20 Shades—in Steel, Plastic, and Aluminum Slats

All-Cedar Cornice Boxes

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Courtesy to Contractors

PHONE: ZENITH 1520

TOLL-FREE—DIAL 0—AND ASK OPERATOR

Colton Factory

Los Angeles Venetian Blind Co.

1653 Mt. Vernon, Colton

LAST TIME TODAY, FRIDAY MARCH 14
SUNNY TUFTS AND DIANA LYNN in "EASY COME—EASY GO"
NEWS CARTOON MUSICAL SHORT

SATURDAY MATINEE ONLY MARCH 15
SPECIAL CHILDREN'S MATINEE GLORIA JEAN in "THE UNDERUP"
3 CARTOONS FREE PRIZES FREE FREE ONE BOYS' OR GIRLS' BICYCLE

SAT., SUN., MON. MARCH 15, 16, 17
ALAN LADD BARRY FITZGERALD WILLIAM BENDIX
BRIAN DONLEVY "TWO YEARS BEFORE THE MAST"
NEWS CARTOON

PALM SPRINGS VILLAGE THEATRE
Continuous Daily from 1:45 P. M.
Doors Open 1:30 P. M. Daily
PHONE 4384

FRIDAY CLARK GABLE SPENCER TRACY MARCH 14
CLAUDETTE COLBERT HEDY LAMARR
"BOOM TOWN"
CARTOON NEWS

SATURDAY ONLY MONTE HALE ADRIAN BOOTH MARCH 15
"HOME ON THE RANGE"
Also ANITA LOUISE LLOYD CORRIGAN
in "SHADOWED"
NEWS CARTOON

SUNDAY-MONDAY "ABIE'S IRISH ROSE" MARCH 16-17
After Two Years on the Stage—Now See It on the Screen
Crime Doesn't Pay—"Luckiest Guy in the World"
Chapter II—"Daughter of Don Q"
NEWS NOVELTY

Tune in KCMJ, 1340 on Your Dial for "Music for the Party" Program at 11:00 P. M. and get one of the passes given away. Additional Theatre News at 3:30 P. M. and 7:30 P. M.



Phone 2216
443
N. Palm Canyon
Drive

LOVELY HOME: 3 bedrooms and playroom, large living room with fireplace, piano, combination radio. Completely and artistically decorated. An unusually nice home for reduced price of \$21,500.

BUNGALOW COURT: On 3 lots in R-4 zone in very finest hotel district. Charming atmosphere. Potential income makes this an excellent investment. \$75,000.

ACREAGE: On both sides Highway 111, 40 acres adjoining new swank exclusive development. Best location for de luxe trailer park or subdivision. Special price, \$45,000. Half down.

COURT SITE: 4 lots on Palm Canyon Drive, R-3 zone strategic corner near tramway. Alley entrance. \$6000 each.

Eight out of Ten Readers Read Classified Ads

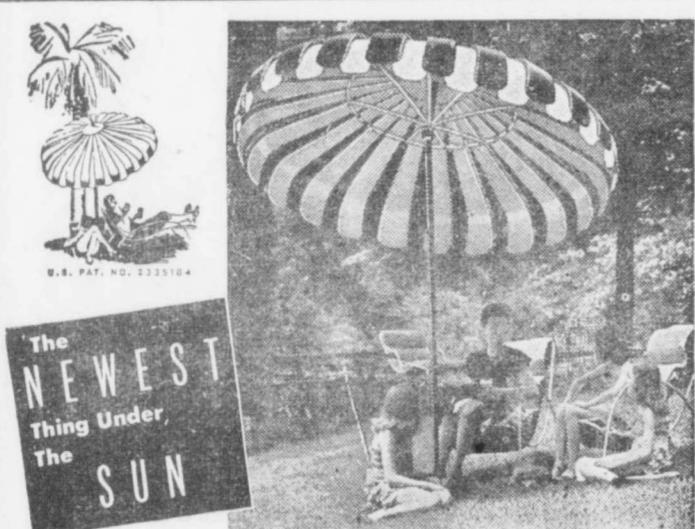


PALM DELL ESTATES in the heart of beautiful PALM VALLEY. Clear dry air and warm sunshine give health and happiness to every member of your family. In PALM DELL it's always sun time,—and fun time for outdoor recreation: sun bathing, swimming, riding, riding, bicycling, tennis, golf, flying. Make sure of your place in the sun now! \$1525 or less for large corner lots. A few inside lots as low as \$1150 for 110 ft. frontage.

See CLYDE BERGLUND or DON CAMERON at Tract Office on Palm Springs-Indio Highway adjoining Rancho Mirage.

CULVER NICHOLS, Exclusive Agent

GENERAL REAL ESTATE
861 N. PALM CANYON DR. PALM SPRINGS 2182



KOOLVENT ALUMINUM UMBRELLAS

for Beach,
Garden,
Patio

merit specified
For all
Arts and Architecture
Case Study Houses

Designed for modern, outdoor living, KOOLVENT Ventilated Aluminum Umbrellas provide air-cooled comfort and colorful beauty wherever installed. They won't rust, rip, tear or fade. They require no expensive seasonal replacement. Patented ventilating design invites the cool breezes in... keeps the blazing sun out. Ball mounting permits tilting umbrella to any desired position.

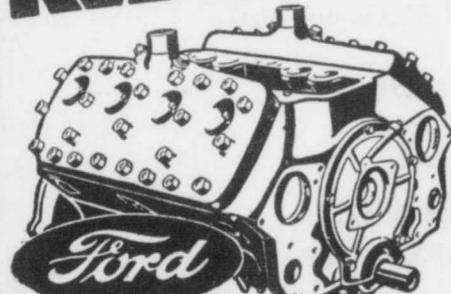
KOOLVENT Umbrellas are finished in sparkling baked-on enamels. Standard color combinations: red, yellow, blue or green with white. Send for FREE booklet.

RALPH A. NESMITH CO.

375 Sunny Dunes Road Phone 6751

See Us for
Monarch Metal
Weather Stripping

MAKE YOUR CAR RUN LIKE NEW WITH A REBUILT FORD ENGINE



CENTRAL MOTORS
INDIO

- ★ COMPLETELY TORN DOWN AND REBUILT TO PRECISION STANDARDS
- ★ WORN PARTS REPLACED WITH GENUINE FORD PARTS
- ★ AVAILABLE FOR IMMEDIATE DELIVERY

Clothes Call For Jewelry

Just as every accessory must be selected with a thoughtful eye as to the fashion with which it will be worn, so too much jewelry be assembled in a varied selection which will provide just the right mood for sports or spectator wear; for afternoons at the theatre or cocktail party; for informal and full dress evenings. There are inspired new designs in sculptured metals, as well as in stone-set pieces; and personal preferences for antique, classic or modern pieces can all be met.

LEGAL NOTICES

THE DESERT SUN

CERTIFICATE OF BUSINESS

Fictitious Firm Name
The undersigned does hereby certify that he is conducting a business at 704 South Palm Canyon Drive, Palm Springs, California, under the fictitious firm name of PALM SPRINGS LANDSCAPE COMPANY and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

MARTIN A. RUDERMAN
7967 Clinton Street
Los Angeles 36 California.

Witness my hand this 15th day of February 1947.

MARTIN A. RUDERMAN
STATE OF CALIFORNIA,
COUNTY OF RIVERSIDE, ss.

On this 15th day of February, A.D. 1947, before me, the undersigned, a Notary Public in and for said County and State, personally appeared Martin A. Ruderman known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

(Seal) NETTIE E. KALBACH,

Notary Public in and for the County of Riverside, Calif.

My Commission expires Feb. 15, 1948
Pub. Sun Feb. 21, 28, March 7, 14,
1947.

LEGAL NOTICES

CERTIFICATE OF FICTITIOUS NAME

The undersigned hereby certify that they are conducting a general mercantile business in the City of Palm Springs, County of Riverside, State of California, under the name and style of:

PALM SPRINGS DEPARTMENT
AND HARDWARE STORE

The full names and places of residence of all the members of the partnership so conducting business are as follows:

Thomas M. Holland
277 El Portal
Palm Springs, California

Newton S. Hotchkiss
172 East Racquet Club Road
Palm Springs, California

Murray L. Barrick
1257 Granvia Valmonte
Palm Springs, California

William F. Goyette
233 Roswell Avenue
Long Beach, California

DATED: February 25th, 1947.

THOMAS M. HOLLAND
NEWTON S. HOTCHKISS
MURRAY L. BARRICK
WILLIAM F. GOYETTE

STATE OF CALIFORNIA
COUNTY OF RIVERSIDE, ss.

On this 25th day of February, 1947, before me, ROY W. COLEGATE, a Notary Public in and for said County and State, personally appeared THOMAS M. HOLLAND, NEWTON S. HOTCHKISS, MURRAY L. BARRICK and WILLIAM F. GOYETTE, known to me to be the persons described in and whose names are subscribed to the within instrument, and acknowledged that they executed the same.

WITNESS my hand and official seal the day and year in this certificate first above written:

(Seal) ROY W. COLEGATE
Notary Public in and for
the said County and State.

Pub. Sun Feb. 28, Mar. 7-14-21, 1947.

Services—Miscellaneous

ALTERATIONS

Men and women's clothing. East entrance. Telephone 5023.

FOR RENT

4 CUBIC FOOT YAEGER
CEMENT MIXER WITH OP-
ERATOR. TELEPHONE 5832.

Moving and Storage

19

HOUSE MOVING

Estimates Given

Wright and Leonard

P. O. Box 25, Palm Springs

Phone 3803

Home Services

20

ASPHALT TILE

AND LINOLEUM LAYING

NO JOB TOO SMALL

Phone 3143

ASPHALT TILE

CARPETS AND LINOLEUM

Masti-pave and composition

flours.

FRANK BROS.

FLOOR CONTRACTORS

2415-2419 Proctor Avenue

PUENTE, CALIFORNIA

Phone Budlong 89543

FURNITURE re-upholstered and

mattresses re-built.

BANNING MATTRESS

AND UPHOLSTERING WORKS

J. W. Ray, proprietor

119 So. San Gorgonio

Banning — Phone 3802

Ask Arch Noble to Show You

3 Homes

Each with swimming pools.

These will sell at \$30,000,

45,000 and \$60,000. Bring your

suit case and move in. We will

enjoy showing these homes at

no obligation.

Frank Miller

Real Estate

428 N. Palm Canyon Dr.

Phone 4151

The Desert Sun

CLASSIFIED ADS

Phone 2249

Palm Springs, Calif.

Published Every

TUESDAY AND FRIDAY

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One Two Four One

Time Times Times Month

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.30 .45 .80 1.60

Phone 7766
SAFEWAY
CONSTRUCTION AND

CESSPOOL CO.

FURNITURE Upholstering—Re-

covering, repairing. High-

quality workmanship. Quick

service. 20 years experience.

Zimmer Upholstery Shop, 9 W.

State St., Redlands. Ph. 6986.

IF YOU NEED

Carpenters

call

LOCAL UNION 1046

Phone 7814

between 8-10 A. M.

EXPERT

Radio Repairing

AT REASONABLE PRICES

PALM SPRINGS

MUSIC CO.

360 N. Palm Canyon Drive

Phone 6122

REFRIGERATOR

Service

Reed's Radio Shop

342 N. Palm Canyon Dr. Ph. 8255

LOST: Handbag, brown alligator.

Contents: Combination pencil-

cigarette lighter, Schaffer pen,

Fresno drivers' license. Vicinity

Whitewater. Reward. Phone

5903.

LOST: California registered nurse

license, plus 2 photostatic

copies contained in Plaza

Camera Shop envelope. Mary

O'Brien. Phone 5925.

LOST: Pair of horn rimmed

glasses Wed., Mar. 5. If found

phone 3044.

LOST: Green wallet. Oakland

identification. Reward. Call

3142 after eight.

PERSONALS

12

DRIVING to New York March

24. Couple will take gentleman.

Assist driving, exchange trans-

portation. References required.

Phone 3614, Mrs. Friedman.

IN BANNING

3 BEDRMS AND MAIDS QTRS
An unusual home of California type architecture located on the hills of Banning, short scenic drive from Palm Springs. Heated and cooled by a Servel forced air unit. Living room 27x17 with huge fireplace. Front porch 10x44. Many valuable bulbs and plants, well landscaped. Ideal climate winter and summer. Lifetime roof. Insulated attic. Corner lot 85x130. In quiet neighborhood. Homes of equal and greater value.

Courtesy to All Realtors

For appointment call Palm Springs 5852

EXCLUSIVE LISTING

H. S. THOMPSON

With Marcus W. Meairs

Co.

REALTOR

Phone 5400 3737 10th
Evening and Sundays, call at
5715 Brockton, Res. Ph. 4654W
Riverside, Calif.

NEW furnished 2 bedroom stucco on Ramon Road. \$9500, terms. Adjoining lot available. 2 room and bath Cabana, furnished. Includes tear-drop trailer for beach and mountain use for summer. Also cooler, and new Kelvinator for year round here. Close in. \$3000 cash. BELL HAGER, Broker, 122 S. Indian. Phone 4873.

TODAY'S BUY ON
PALM CANYON FRONTAGE
50x128. Zoned C-2. Must be sold now. Good terms. Come in and make an offer today. See LEE LUECKE

H. H. FOSTER

ASSOCIATES, INC.

101 N. Palm Canyon Dr.

Phone 3555

ATTRACTIVE, new, modern house in Winterhaven Tract. 2 bedrooms, 1 bath. Price \$15,000. RANSOM & HINKLE The Plaza — Phone 3666

TEN-UNIT COURT, plus 5-room, 2-bath home. A comfortable home for the owner, plus a fine income on investment. Make an appointment to inspect this. RANSOM & HINKLE exclusive.

MORONGO BARGAIN. 1/4 acres, from owner. Lovely hideout. Roads on each side. Water. Spectacular view San Jacinto. Unbeatable homesite. \$500, terms. Call Palm Springs 4461 evenings or write Lucile Johns, Morongo Valley, via White-water.

\$2000 WILL BUY this choice lot in Winterhaven Manor. \$2500 will buy an income lot in Santa Rosa Tract. 2 very choice R-1 lots in Tahquitz Park at \$6,000 each. LEE LUECKE
H. H. FOSTER Associates, Inc. 101 N. Palm Canyon Dr. Phone 3555

LARGE RESIDENTIAL LOT in Solsonia Tract, just off Tamarisk Road. 150x200'. Price \$5500. RANSOM & HINKLE The Plaza — Phone 3666

LOTS
A few real buys in residential and income lots. FRANK MILLER, Real Estate 428 N. Palm Canyon Dr. Phone 4151

110 FOOT income lot, PALM DELL, \$150. See CLYDE BERGLUND with CULVER NICHOLS, Realtor 861 N. Palm Canyon Dr. Phone 2182

SWEEP BY OCEAN BREEZES Live here and enjoy our beaches. Homes, courts, trailer parks, business property, groves. Bargain list mailed free. STROUT REALTY, 509 N. Hill, Oceanside, Calif.

80 ACRES on paved road Thous- and Palms 6 miles east of Palm Springs. Plenty water, gas and electricity available. \$395 per acre. Phone owners, Palm Springs 8684 or write Box 1014.

2 BEDROOM HOME
Built by Goodyear
Open for inspection.
Daily 2 to 4 p.m.
WINGFOOT HOME DISPLAY
Main Highway, Cathedral City

COURT SIGHT, 140x300' right in downtown Banning. Beautiful. Permanent. Very reasonable. Would be a money maker. Owner, 3287 W. Ramsey. Leo Walter. Box 165, Banning.

ON BANNING HEIGHTS
2 bedroom, 1 bath home, 5 shares of water. Half acre of land on paved road. Price \$6000. Terms. Phone 5166.

BARGAIN BY OWNER, R-2 lot. 94x135. Tahquitz Ave., near Palm Canyon. Reduced to \$5250. To see call George Zahler, Whitney 9572, Los Angeles.

4 ROOM HOUSE, 2 cabins and storeroom on 1 1/2 acres, Highway 99, 1/4 mile West of Cabazon. Must sell. P. O. Box 90, Cabazon.

DESIRABLE LOTS in Cathedral City on Cathedral Canyon Dr. 100x190. Owner, 322 N. Indian Avenue.

BROKERS OR BUYERS
ATTENTION

Make an offer on a brand new modern home located on Tahquitz street, near the El Mirador Hotel. Consisting of two bedrooms, two baths, kitchen, large living room, fireplace, patio. All walled in. Room for guest house or swimming pool. Call your broker, OR CONTACT OWNER DIRECT at 416 W. 8th St., Los Angeles, T. Tucker 3174.

La Quinta

Furnished Homes

2 or 3 bedrooms with membership in Desert Club. Terms.

See Mr. Browne

In the Office of Desert Club

RAYMOND CREE
AND ASSOCIATES
285 N. Palm Canyon Dr.
Phone 8444

INFORMATION CENTER FOR
PALM DESERT
Stop in and see us or call
Ellsworth & Ward

114 So. Palm Canyon
(2nd Floor)
Stephen Willard Studio Bldg.
Phone 6383

BY OWNER

Corner lot, Southwest corner of Via Salida and Tahquitz Ave. R-1 residence lot of moderate restrictions. This lot is located in nice wind sheltered section of Palm Springs. \$3750 on terms or will take \$2750 cash for quick sale. Phone Mr. Davenport, Whittier 429-727 or write 2420 Whittier Way, Whittier, Calif.

NEW MODERN COURT

12 units completely furnished in excellent rental district. INCOME WILL NET APPROXIMATELY 20% OF TOTAL COST OF \$100,000. Shown without obligation by

JOHN W. WILLIAMS, Realtor
Claude Gottschuetz, Associate
423 N. Palm Canyon Dr.
Phone 3311

LOOK

BRAND NEW. This is the most attractive 2 bedroom, 2 bath home, air conditioned, that you can find close in for \$15,000.

MADGE ROCKS, Realtor
Phone 7375 or 7195 or
Call El Dorado Hotel Lobby

FURNISHED, 3 bedrooms, bath and space for second bath. Large living room and fireplace. Modern architecture. 6 years old. Offered at a price of \$18,500.

LEE LUECKE
H. H. FOSTER, Associates, Inc.
101 N. Palm Canyon Dr.
Phone 3555

A BARGAIN. Very attractively furnished brand new 2 bedroom, one bath home. Close in. \$9500.

MADGE ROCKS, Realtor
Phone 7375 or 7195 or
Call El Dorado Hotel Lobby

\$100 PER ACRE

8 miles from Palm Springs. 25% cash, balance easy. Plan your desert home for independence.

VISTA REALTY

176 E. Amado Rd. Phone 4363

2% ACRES on paved road Thousand Palms 6 miles east of Palm Springs. Plenty water, gas and electricity available. Finest climate conditions. Keep horses. Price \$850.00 per acre. Phone owners, Palm Springs 8684 or write Box 1014.

TWO BEDROOM HOME

completely furnished in income zone. Close in. Also 3 room house in rear which rents for \$200 month. Only \$15,750.

SHEPTENKO, 475 N. Palm Canyon Dr. Phone 7366.

LOT. Little Tuscany, offering excellent view. A cash out at \$4500. SHEPTENKO, 475 N. Palm Canyon Dr. Phone 7366.

LOT. Large corner, opposite Colonial House with irrigation water. Only \$11,500. SHEPTENKO, 475 N. Palm Canyon Dr. Phone 7366.

LOT. Rancho Royal. Reduced to \$2,400 for immediate sale. SHEPTENKO, 475 N. Palm Canyon Dr. Phone 7366.

LOT. Really nice for the price. Palos Verdes Tract, only \$2500. SHEPTENKO, 475 N. Palm Canyon Dr. Phone 7366.

DUPLEX and guest house. Close in. Sun deck. Special price. Phone owner, 3143.

LOTS. Two. A steal. Palm Canyon Mesa. \$2,250 each. Phone owner, 4791.

LOT NO. 9, Vista del Monte

Tract. \$2,250 cash or \$2,350 with terms. 133x200. M. Flavin, 5353.

BUSINESS LOT on Indian Ave. in the heart of town. Reasonable. Owner, 215 S. Indian Ave., in the rear. S. Cohen.

DUPLEX, \$21,500
TERMS OR TRADE

My brand new modern duplex. 2 air coolers, 2, 30 gallon water heaters, tile kitchens and baths, Panel Ray heaters, steel sash, new modern furniture throughout, lawn and fence. See this at 1320 Amapola, 2 blocks south of Ramon in Ramon tract. Beautiful view. Owner at 584 Calle Roca, 2 blocks south of Ramon Road off Calle Palo Fierro.

OFFERED AT A BARGAIN, this new 3 bedroom, 3 bath home with large living room, dining room, kitchen, and porches. Large closets, hardwood floors, steel sash, tile galore. Everything of the best. Close in and out of the wind area. Can be had for much less than cost. See now.

LEE LUECKE
H. H. FOSTER, INC.
101 N. Palm Canyon Dr.
Phone 3555

A PROFITABLE INVESTMENT. Furnished duplex on R-3 lot in Court section. Room for additional units. Price \$24,500, terms.

RAYMOND CREE
AND ASSOCIATES
285 N. Palm Canyon Dr.
Phone 8444

10 DAY
ESCROW SERVICE

UNITED TITLE GUARANTY
COMPANY

173 Andreas Road. Phone 5852
19 Years in Riverside County
Title Insurance — Escrows
10 Day Escrow Service

Acreage

Small or large plots. NEAR
INDIO OR THERMAL.
Best land in the valley. Terms if desired.

OWNER
P. O. Box 613, Indio
Phone Indio 72148
or see your broker

ATTRACTIVE small furnished home. Excellent condition. Walled in patio with double unit in rear. \$25,00 to \$35,00 daily income. R-4 zoning. Space for additional units. Near Lone Palm in the heart of everything. No overhead. No servants required. Ideal for couple or lone woman. \$32,500. Write M. M. Desert Sun.

LOT LAS PALMAS ESTATES, Finest residential corner in Palm Springs. Surrounded by the most attractive homes in town. Lot has irrigation water, underground utilities, wall on two sides, and is completely prepared to build on. See this beautiful lot today. SHEPTENKO, 475 N. Palm Canyon Dr. Phone 7366.

BANNING
BEAUMONT

COOL NIGHTS, 2500 feet elevation, homes, auto courts, gas stations, fruit ranches, land. Get late lists, outstanding values! Trout Realty on Highway 99. Phones 2483 Banning, 173 Beaumont.

NEW 3-UNIT furnished court, showing exceptionally good income, with room for expansion and swimming pool. If you are interested in a nice home and good income: See

BARNEY JOHNSON with CULVER NICHOLS, Realtor
861 N. Palm Canyon Dr.
Phone 2182

NEW 3-UNIT furnished court, showing exceptionally good income, with room for expansion and swimming pool. If you are interested in a nice home and good income: See

BARNEY JOHNSON with CULVER NICHOLS, Realtor
861 N. Palm Canyon Dr.
Phone 2182

2 BEDROOMS, sleeping room, living room, kitchen, bath, service porch, 2 blocks from center of City on leased ground. Furnished, \$4800, unfurnished, \$4000. Phone 4791.

FOR SALE: Cathedral City, small

furnished house just off highway, near stores and school.

Elec. refrigerator, air cond., oil heater, has lge. living-sleeping room, kitchen, bath; also 14 sq. ft. room attached with sink. Suitable to rent. Large patio partly built. Space for another bldg. \$4500, half cash. Phone Palm Springs 3259.

\$9750
3 BEDROOM HOUSE

Completely furnished, over 2000 square feet, 1/2 acre lot or \$8,750 unfurnished.

PHONE INDIO 7-2148
or see your broker

LARGE LOT, near Racquet Club, 150 feet frontage, 200 feet deep. Reduced from \$6750 to \$3500, for quick sale. Make offer.

SHEPTENKO, 475 N. Palm Canyon Dr. Phone 7366.

300 ACRES. Mountain retreat.

Timber, streams, hunting, adjoining Mt. San Gorgonio

primitive area. 30 miles from Palm Springs. \$30 per acre.

Owner, 3723 W. 6th St., Los Angeles.

\$14,000

Home nearing completion.

Large living room, fireplace, 2

bedrooms, 2 baths. Steel sash, best construction. Garage and yard fenced.

Call AL E. HOOVER with

CULVER NICHOLS, Realtor

861 N. Palm Canyon Dr.
Phone 2182

FOR LOTS and acreage, Palm

Springs, 1000 Palms, Desert

Hot Springs. Sale or trade. Consult

NICKLES
8620 Melrose Ave., Hollywood

Phone BR 22297

INCOME LOT, Tramway area.

R-3 zone, one block off Palm

Canyon Dr. 100 by 128. Private

owners. 1003 No. Flower St., Santa Ana. Phone S. A. 2670-W.

6 UNITS, room for more, in best

The Red Cross drive is still on... **why?**

Yes, the war is over.

But the Red Cross war against misery and suffering *never ends*. In peace, as in war, the Red Cross *keeps on* fighting—fighting for human happiness and welfare all over the world.

ASK THE VICTIMS OF DISASTER. Hurricanes, floods and epidemics strike at thousands of American families every year. This year, as always, the Red Cross will be there—with emergency medical aid for the injured . . . food, clothing and shelter for the homeless . . . rehabilitation for the needy.

War against human suffering never ends!

ASK OUR WOUNDED VETERANS. They know at firsthand how the Red Cross helps them through their suffering, and makes their days less drab. Right now, the Red Cross is providing thousands with guidance in personal and family problems . . . furnishing representation for their claims . . . aiding readjustment to civilian life.

Concern for our veterans' welfare never ends!

ASK OUR GIs. The Red Cross is a link with home. It helps maintain the GI's morale with recreational programs and many personal services.

The need for this touch of home continues!

ASK THE VICTIMS OF ACCIDENTS. Every year, 100,000 are killed and 10,000,000 injured by accidents in the U.S. Red Cross First Aid, Water Safety, and Accident Prevention programs help reduce this tragic toll.

The war on accidents never ends!

... *So the Red Cross asks you to Give!*

For this vital, humanitarian work, the Red Cross needs *your help*. Your contributions will help thousands of our fellow-Americans—many of them in our own community.

So, won't you give now to the American Red Cross? It depends on *you* . . . just as countless Americans will depend on *it*. We know you won't let them down!



**GIVE—so your RED CROSS
can carry on!**

KCMJ—RADIOASIS

THE DESERT DRUG
Harry Brott

DESMOND'S—In the Plaza

JAY DENIER CO.
Painting and Decorating

THE DESERT SUN

TRAM VIEW PARK
For Trailers

PALM SPRINGS MIRROR
AND GLASS SHOP
E. W. Schutte

WAALE CAMPPLAN CO.
AND SMITH, Inc.

THE ROYAL PALM

THUNDERBIRD RANCH

SHIRLEE'S BEAUTY SALON

DESERT SWEET SHOP

Third Section

The Desert Sun

Palm Springs, California

March 14, 1947

300 Varieties of Dates Growing on Near-by Desert

Rumaldo V. Puentes, son of Mr. and Mrs. Jose Puentes, Palm Springs, wears the coveted wings and boots that mark a paratrooper in the United States army.

He is now serving with the 675 Glider battalion, 11th Airborne division, on the island of Honshu in Japan.

He recently completed his training in Japan as a paratrooper.

The average hubby is very choosy in picking his wife's Christmas presents, says a department store buyer. Maybe in the hope that they'll leave her speechless.

A woman is a big man. If you teach one woman it means that you have taught a thousand people.

—Musokotwane, South African native chief.

FOR SALE

By Owner

HOMESITE OR INCOME UNITS

100x217 ft., grapefruit grove, full matured, in Palm Village, 12 miles below Palm Springs, utilities and paved streets, includes use of community swimming pool, tennis and badminton courts. Full price \$3500, cash or terms. Owner, Capt. M. F. Doran, 715 Hamilton Place, San Pedro, California. Phone TErminal 25356.

Palm Springs Realty Co.

Angelo Potenza

276 N. Palm Canyon Dr.

Phone 8283

THE VERY BEST!

Business Lot

in the Heart of Palm Springs

145 x 100.

Income of \$3000

Zoned All Business

Priced for Quick Sale

\$38,000

MOST GORGEOUS!

Three-Bedroom House

Latest Furnishing
Artistically Landscaped

\$17,000

BEAUTIFUL HOME!

6 Rooms
All Furnished
Ready for Rental
from April 1st

World Federation Will Be Forum Topic

Vernon Nash to Speak Thursday at Last Forum Event

Vernon Nash, executive head of the World Federalists, will speak on "World Federation" at a public forum meeting to be sponsored by the local high school district at the Woman's Club building, Thursday evening, March 20, starting at 7:45.

The forum meeting to be held next Thursday will be the sixth final meeting in the winter series devoted to the theme, "Toward a Peoples' Peace." The previous meetings have been held at El Paseo Theater, but since this auditorium has been closed to public meetings, arrangements were made by the high school district for the use of the Woman's Club building for this final program.

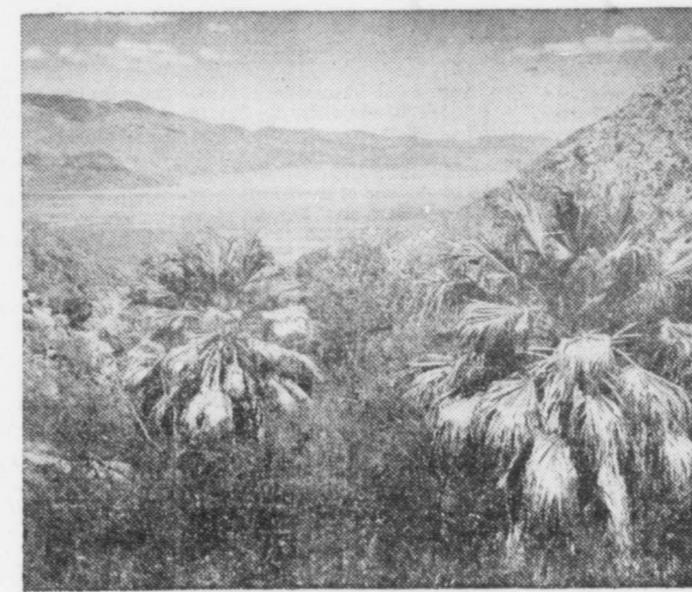
DR. E. E. OERTEL, moderator for the series of forum meetings held this year, was urged by members of the local World Federalist group to include Mr. Nash in the schedule of meetings this winter. An effort was made to have the World Federalist leader speak here in January, but at that time his itinerary made it impossible for him to appear here. When it became known a few weeks ago that Mr. Nash would be in Southern California in March, renewed efforts were made by the local enthusiasts of the speaker to have him included in the program here.

Local World Federalists expressed the conviction that Mr. Nash's address would provide an appropriate climax for the series of meetings given over to the peace theme.

Gustave Patzner of the high school faculty will play two cello solos just before the meeting starts Thursday evening. Mrs. Lois Lux will be the accompanist.

IT IS EXPECTED that the World Federalists in Palm Springs will publicize the meeting for next Thursday evening and that a large audience will be present to hear Mr. Nash. The local high school district, according to Dr. Ernest E. Oertel, is providing Mr. Nash as a speaker in the series, not because the trustees of the school or faculty members thereof subscribe to his point of view, but because he is a speaker of recognized merit, approved as a forum speaker by the California State Department of Education, and because he has a message that is pertinent to the theme adopted for the series of meetings being concluded next week.

Capitalism remains in only one or two countries. You must either accept a system of state intervention and controls or lose everything by way of communism.—President Juan Peron of Argentina.



NEW AREA—A view of Borrego Valley, scene of a new desert development, from Hell Hole canyon.

Aerial Study of Real Estate New Wrinkle in Sales

A new realty wrinkle inspection of real estate by air—was revealed today by Rear Admiral Ralph Wood, USN (Ret.), former commander of a naval air striking force and now resident manager of the multi-million-dollar Borrego Springs desert resort community development 165 miles south-east of Los Angeles.

"I'm air-minded myself," said Admiral Wood, "but I never expected anything like this. With nine miles of paved road and water mains completed, we are being besieged by private flying enthusiasts who are using our roads as landing strips and then taxiing up to the door of the tract office. There, they pick me up and we go for a quick hop to see the property from the air.

THE WORD gets around fast," the admiral concluded, "for although we have not opened the tract for public sale as yet, scores of flyers from San Diego, Palm Springs and Los Angeles areas dropped in on us in the past few days to confirm what they've heard about the impending boom at Borrego Springs."

Among those from Los Angeles who flew to Borrego Springs last weekend were Mr. and Mrs. Thomas R. Winans Jr. of Bel-Air who made the short, scenic hop from Palm Springs and return in their private plane accompanied by Robert Ransom of the Palm Springs Plaza, an official of the Borrego Springs company handling the new development.

Capitalism remains in only one or two countries. You must either accept a system of state intervention and controls or lose everything by way of communism.—President Juan Peron of Argentina.

Read Don Caballero in The Sun



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Soroptimists Meet in Business Rally

Soroptimists club of Palm Springs met this noon at the Chi Chi, in the Blue Room, in its regular monthly business meeting.

Many matters of interest were brought up before the session.

This morning, Lamm was attempting to raise \$30,000 in cash bail.

An Ohio jury with eight women on it returned a verdict in two minutes. The rest of us were anxious to get our Christmas shopping done, too!

We're hopefully waiting for that good eye-opener for business—a few drops of prices.

Automobiles

WE BUY
WE SELL
WE REPAIR
WE PAINT
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DRIV-UR-SELF
SYSTEM

Rubidoux
Motor Co.

Cadillac - Oldsmobile

Dealers

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"In The Plaza
Indian Ave. & Arenas Rd.
Palm Springs
Phone 5342

Poultry Store in Palm Springs

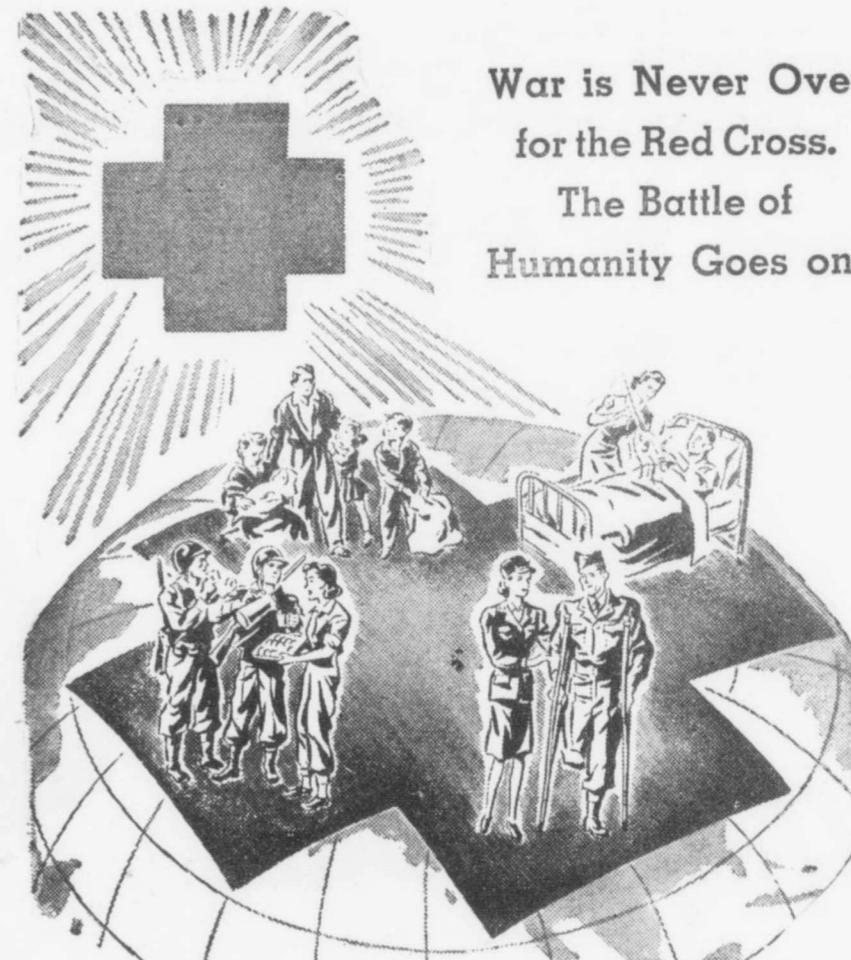
and Turkeys,
Smoked
Turkeys.

Open every day except Monday. Our products are fresh dressed daily at our ranch in Cherry Valley.

A. E. GOMOND

Store located on the bend where South Palm Canyon Drive turns east to Indio. (At extreme end of South Palm Canyon Drive.)

War is Never Over
for the Red Cross.
The Battle of
Humanity Goes on!



One war is over but another war has just begun for your Red Cross. The thousands of wounded veterans in hospitals still need its comfort and cheer.

Our returning servicemen look to the Red Cross for a helping hand . . . and when disaster strikes at home—fire, flood, tornado—your Red Cross must be ready with aid for the victims. The war against human misery is never won. The Red Cross depends on you for its existence—so give as much as you can and give it today. GIVE, SO THEY MAY CARRY ON.

CALIFORNIA ELECTRIC POWER CO.

FRANCES F. CROCKER, Dist. Mgr.

FUNDERBURG ELECTRIC CO.

ELECTRICAL CONTRACTING — REPAIRING — MAINTENANCE
415 North Palm Canyon Drive
Phone 4422

Doing the Village

with
Moya Henderson

Somewhere between the writing of this little opus and the printing of same on Tuesday, Babs Neel had her name changed to Nelson—not legally however. So the lass that enters the race for Circus Queen as the comely candidate of the Los Compadres is Babs Neel in case anyone was wondering. Another contender for the crown is little raven-haired Pat Boyer.

You've probably seen her atop a black horse in many a western parade held here. Pat decided just this week to be among the entrants at Deep Well on Sunday.

THE ODD fire signal on Tuesday evening aroused much curiosity as the boys at the fire hall had hoped. The new signal is for the airport and was sounded to draw absenteers to the regular Tuesday night meeting of the volunteers.

Merrill and Juanita Crockett are getting excited over their coming trip to Norfolk, Virginia to visit their daughter, Merrilyn Clause and their new granddaughter. They will fly east next month. During the two weeks they are gone Maud Pinney will occupy their home and take care of the cat.

DOWN FROM San Marino for the month of March are the Phillip Purcells. Mrs. Purcell reports that daughter Carolyn, a former student of Palm Springs high school, is finding her senior year at the Immaculate Heart college a mighty busy one.

Johnny Boyle got in from Chicago on Tuesday night and came down from Los Angeles Wednesday morning. Just the opposite with Carolyn Hicks who left the Village Tuesday and took a plane

from Los Angeles on Wednesday—destination Buffalo, New York.

THERE MUST be many people in California who've not taken a drivers license test for many a moon, so few seem to realize it's a law to stop and wait for a school bus. After watching the small fry of this town take their lives in their hands every time they dismount, seems we should deputize the bus drivers to take license numbers or turn offenders over to the police department.

Billie and Hutch Mosely are excitedly making plans for their summer trip to the Hawaiian Islands after receiving their reservations this week. While in the Islands they will visit Tani and Johnny Boyle who are planning to make the trip in June to visit Tani's family. Juanita and Merrill Crockett are planning their trip for July.

THIS WILL be a busy weekend for the high school girls who are planning on entertaining girls for sixty southern California high schools at their Girl's Athletic Federation convention on Saturday.

Some of the girls coming from such distant spots as Needles, Randburg, San Luis Obispo, San Diego and Ojai, are planning on arriving Friday and staying over till Sunday.

Mrs. Elta Pfister, director of guidance for the Burbank city schools, will be the speaker at the morning session to be held at the Plaza theatre. The girls will enjoy luncheon, western style with Charlie Maddox as chef, on the lawn at the high school.

Vivien Gauthier, president, will preside at chairman for the day.

Join the Trek to 29 PALMS

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RADIO LOG

1340

on Your Dial

FRIDAY, Mar. 14

1:00—House Party
1:25—Desert Favorites
1:30—Evelyn Winters
1:45—Very Special
2:00—Amer. Air School
2:30—Meet the Missus
3:00—Eric Severeid
3:30—Radio Aces
4:35—Bob Trout
4:00—Call of the Range
4:30—Melody House
4:30—Music Masterwks.
5:15—In the Spotlight
5:25—Desert News
5:30—H. W. Flannery
5:45—Bob Garred
5:55—Bill Henry
6:00—Ginny Simms
6:30—Durante-Moore
7:00—President Truman
7:00—Pays Be Ignorant
7:30—Maisie
8:00—Lowell Thomas
8:15—Jack Smith Show
8:30—Sparkle Time
8:55—C. Alcott, news
9:00—Baby Snooks show
9:30—Adv. of Thin Man
9:55—Oma Munson
10:00—C. Huntley, news
10:15—M. Charles, organ
10:20—M. Charles, Organ
10:30—Dance Orchestra
11:00—Music for Party

SATURDAY, Mar. 15

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Helen Hayes
8:00—W. Sweeney, news
8:05—Let's Pretend
8:30—Adventure's Club
9:00—Theater of Today
9:30—Stars Over Hol'dy.
10:00—Grand Central
10:30—County Fair
11:00—Mary Lee
11:30—Give and Take
12:00—Crosssection U.S.A.
12:30—The Desert Calls
12:45—U. P. news
12:55—Financial Service
1:00—Songs of Old Erin
1:15—Helen Hayes
1:30—Free for All
2:00—Philadelphia Orch.
2:00 6 7th Day Advent.
3:15—Easy Listenin'
3:30—Saturday Score'bd.
4:30—Record Showcase
5:00—Ft. Page Features
5:15—In the Sportlite
5:30—H. W. Flannery
5:45—B. Garred, news
5:55—Ned Calmer, news
6:00—Vaughn Monroe
6:30—The Air Show

SUNDAY, Mar. 16

6:45—Sat. Serenade
7:15—This is Holly'd.
8:05—C. Alcott, news
8:30—Holly'd Partytime
8:30—Mayor of the Town
9:00—Your Hit Parade
9:45—Jean Sablon
10:00—C. Huntley, news
10:15—Music for Party
11:00—Bonus Edition
12:00—Music Masterwks.
12:30—Star Spangled
8:00—W. Sweeney, news
8:05—Wings Over Jordn.
8:30—S. L. Tabernacle
9:00—Word of Life
9:15—U.P. news
9:20—Little Concert
9:30—Easy Listenin'
10:00—Romance of H'ways
10:15—Sunday Serenade
11:15—The Desert Calls
11:15—The Desert Calls
11:30—Helen Hayes
12:00—Lowell Thomas
12:00—N.Y. Philharmonic
12:30—Hour of Charm
2:00—The Family Hour
2:30—Hoagy Carmichael
2:45—William Shirer
3:00—Ozzie and Harriet
3:30—Your Hope Chest
4:00—Gene Autry Show
4:30—Helen Hayes
4:45—V. Monroe Orch.
5:00—Columbia Record
5:30—Palms to Pines
5:45—Sport Roundup
5:55—Ned Calmer, news
6:00—Hildegarde
6:30—E. Bracken show
7:00—Take it, Leave it
7:30—Kate Smith show
8:00—Crime Doctor
8:30—Surprise Theater
8:30—Blonde
9:00—S. Spade Advent.
9:30—Music Masterwks.
9:45—Fact Finder
10:00—Sundialers Club
7:30—Bob Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—2nd Mrs. Burton
11:15—Perry Mason
11:30—Lone Journey
11:45—Rose of my Dream
12:00—Bob and Victoria
12:15—Desert Garden
12:30—Luncheon Music
12:45—U. P. news
12:55—Financial Service
1:00—House Party

MONDAY, Mar. 17

7:00—Sundialers Club
7:30—Bob Garred, news
7:30—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

TUESDAY, Mar. 18

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—2nd Mrs. Burton
11:15—Perry Mason
11:30—Lone Journey
11:45—Rose of my Dream
12:00—Bob and Victoria
12:15—Desert Garden
12:30—Luncheon Music
12:45—U. P. news
12:55—Financial Service
1:00—House Party

Wednesday, Mar. 19

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Thursday, Mar. 20

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Friday, Mar. 21

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Saturday, Mar. 22

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Sunday, Mar. 23

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Monday, Mar. 24

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Tuesday, Mar. 25

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Wednesday, Mar. 26

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Thursday, Mar. 27

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Friday, Mar. 28

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Saturday, Mar. 29

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Sunday, Mar. 30

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Monday, Mar. 31

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Tuesday, Mar. 31

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Wednesday, Mar. 31

7:00—Sundialers Club
7:30—B. Garred, news
7:45—Fact Finder
8:00—Notes for the Day
8:25—U. P. news
8:30—Grand Slam
8:45—Rosemary
9:00—Kate Smith
9:15—Aunt Jenny
9:30—Helen Trent
9:45—Our Gal Sunday
10:00—Big Sister
10:15—Ma Perkins
10:30—Young Dr. Malone
10:45—Road of Life
11:00—House Party

Thursday, Mar. 31

7:00—S

What Goes on in Palm Valley

By DON CAMERON

For many months folks out this way have been trying to identify the area from Thunderbird Ranch to Palm Village with a name. It has been called the Bel Air of Palm Springs, the Gold Coast, and South Palm Springs, but none of these names clicked so since Phat is hollering for news from the whole district, I'll call it Palm Valley until someone comes up with a better name.

Desert Airpark, owned by Hank Gogerty and managed by Jack and Lorene Sherwood, deserves

a great deal of credit. They opened for business last December 20 with twenty-eight units and for the past three weeks have been sold out. Their slogan—"Fly-in or Drive-in"—has sure caught on. This last weekend Vance Breeze from Beverly Hills came in with a twin Cessna; Bill Fletcher from San Diego in his Stinson Voyager to visit Claude and Margaret Church in Rancho Mirage, Glen Odeirk, head man for Howard Hughes aircraft. Pretty soft for him! He has a new house on

twenty acres adjoining Desert Airpark and the White Sun guest ranch. He can take his plane to his front yard and if he doesn't want to cool, all he needs to do is climb over the fence and get in the chow-line at the White Sun.

TWO SHIPS that are always there are Hank Gogerty's Blue Waco and Doc Gurley's new Stinson. Doc tells us how well he flies but he still brings a pilot along just in case.

In the Del Sol section, Lucille Morrison is back from New York and enjoying her Rancho Manana. At Rancho Escondido Helen and Bill Reichel are beginning a two months' vacation. Their friends from Piedmont, the Ben Millers, just purchased the Ed McIntyre date ranch next to Gogerty. Some more Piedmont folks, the Dr. Galen Drury's, old friends of Dr. Claude Church, bought the Moore house on thirty acres. Part of the acreage is planted to dates and is east of Paul Kersten. Don and Hilda Maher were pruning grapes on their "Rancho by the Gulch," Don's former battalion adjutant, Max W. Doubleday from Wichita, Kansas, is visiting with them.

At Rancho Mirage Ronald Buttton had Mr. and Mrs. William Jennings Bryan Jr. as guests in his new home on San Jacinto drive. Mr. Bryan is one of the original founders of the American Legion in Paris in 1919 and is now very active in AMVETS.

Dave Cutler spent most of the week catching up on his sun bathing at his blue house on Sahara road. He says that smog in Los Angeles is about to make a desert rat of him. Herb and Janet Foster are beaming with pride over their new home. They have been occupying it for some weeks. It is the sage green house south of Culver's.

PALM DELL has come into the picture this past two weeks. It consists of a 240 acre tract adjoining Rancho Mirage owned by Dan Dunlop of Long Beach and Amos Odell of Rancho Mirage and Altadena. The paved roads, water and electricity are in on the first forty acres and a four acre park is being laid out. The sales are being handled by Palm Springs' well known realtor, Culver Nichols.

At Thunderbird Warner Bros. blue trucks have just taken the place over where they are making "Two Guys from Texas." At Palm Village the new telephone exchange is well on its way to completion. Now if Norma Williams, Cliff Henderson and Uncle Sam can just get together on the location for the new post office, everyone will be happy.

Cheerio mates!

As the presidential aspirants identify themselves by protesting that they hadn't given it a thought, their words are chosen to leave a gaping loophole for the abandonment of coyness on a second's notice.

Listen Daily to the "Desert Round-Up"

SUN QUERIES

QUESTION: ARE YOU IN FAVOR OF A LARGE CENTRALLY LOCATED PARKING LOT TO RELIEVE CONGESTION ON PALM CANYON DRIVE?

PETER B. SHEPTENKO, real estate broker. "Yes, by all means

if such a parking lot could be found, offering the location desired at a rental price that the income from such a lot would afford. A lot on the Reservation would not be satisfactory because of unattractive surrounding.

A person would have to pass through on the shopping district. Centrally located, it would encourage people to park especially tourists who would then enjoy the charm of our Village."

JUD OSBORNE, Osburn's Associated Service Station: "I believe a centrally located parking lot would be a decided benefit to the merchants of Palm Springs. It would relieve congestion on our principal streets and thus encourage buyers to spend more time in our attractive shops and stores. A centrally located lot has been necessary in this town for a long time."

PEGI SCOTT, telephone and secretarial service. "It is my opinion that a centrally located parking lot is not only important to our Village but the progress of is definitely a MUST. It would be a vital factor in eliminating some of our traffic congestion on Palm Canyon Drive—

and maybe again it will be impossible to ride your bike down the main street without endangering one's life and limb."

MOE PHILLIPS, Chief Pilot, Palm Springs Airport: "I believe that there should be at least two parking lots in Palm Springs. One for the Plaza district and the other in the vicinity of the post office station. This would not only relieve the congestion on the streets but if the time limit on parking was extended it would allow visitors to enjoy their stay without the constant worry of finding a parking citation on their automobiles."

MRS. MARY NELSON, manager of the Palm Springs Airport: "Palm Springs needs a centrally located public parking lot in direct proportion to the increasing number of visitors to the Village. Otherwise the streets of Palm Springs will remain impossibly congested. It is almost impossible to find a place to park during Saturday and Sunday in addition to the congested flow of traffic parking one's automobile near the downtown section is just a matter of luck."

(All pictures by the Desert Camera Shop.)

One London theater has the largest one-piece rug ever made in England. It measures 100 feet by 43 feet and weighs a ton.

Mrs. Mary Nelson

Designed for desert living by world-famous architect, RICHARD J. NEUTRA. A perfect example where "the exterior is brought within the house." Immense sliding glass partitions which alternately create a perfectly closed room, or an open passage extending out into the garden. A third dimension is achieved with large sheets of glass that fit into cleverly designed sashes, protecting from the outside without detracting from the superb view. Surrounded by exotic planting and the typical vegetation of the desert. Possesses awards won by world-wide acclaim for perfection in planning and construction, and has been repeatedly featured in leading magazines and books on architecture. It has two bedrooms and two baths, studio bar and spacious indoor-outdoor living rooms, and provides for accommodating occasional guests.

PRICED WITH BASIC FURNISHINGS—\$35,000

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431 N. Palm Canyon Dr.

MARTHA T. FORWARD

CHET HOOBER

Associate Brokers

U.C.L.A. Student Puts Palm Springs Area in Top Place

(The following letter was received by Earl Coffman of the Desert Inn from a U.C.L.A. student, which describes the pleasures of hiking through the local mountains. It puts the desert and Mt. San Jacinto in Number One spot for vacationists. Ed note.)

March 2, 1947

Dear Mr. Coffman:

Perhaps you remember me as the hiking fan who frequents odd places which the average "Palm Springer" does not visit. I had written you about two years ago in regard to the conditions on the Skyline-Long Valley Trail. Your most cordial answer was very helpful and gave us much information. However, as I later wrote, you know we failed to reach the plateau (Long Valley).

This last summer three of us climber Mt. Whitney from Sequoia. The trip was 162 miles round trip; however, our failure to reach San Jacinto from Palm Springs was still a thorn in our pride. Last September several of us enrolled in college for our freshman year at U.C.L.A. We take hikes whenever we can, although our heavy course of studying keeps us pretty busy. Our thoughts do turn desertward between studies though, and we finally itch to make more memorable treks.

Therefore, this February between semesters, we set out once again for the plateau from Palm Springs. The trail brought back pleasant memories: Tacheva Dry Falls in the blue evenings; the black gash of Tahquitz canyon into the ominous San Jacintos; the moonlight exposing the barrel cactus in their rocky nooks; the crenulations of the Little San Bernardino mountains flaming in the colors of sunset; and the whole Coachella valley lying in its ethereal pre-dawn light—all were indescribable. Yes, we successfully reached Long Valley and slept there between snow drifts. We had no intentions of making the peak (San Jacinto), since it was fully snow clad. The views, however, were magnificent. We looked "straight" down Chino canyon and saw some of the preliminary surveys for the tramway. What a thrilling experience those passengers will have!

We returned home and to school feeling wonderfully refreshed and well satisfied. With the many hikes I've taken, I think the area surrounding Palm Springs holds the most fascinating and spectacular places—yes, even more so than Mt. Whitney in all its forested grandeur.

I HOPE I've not over-romanticized this trip, but I want you to know that the desert appeals to many—even the young folks.

I'm majoring in geology, and such fine displays of geological phenomena also interested me on this hike.

Here's wishing you the best of luck in tramway endeavor.

Sincerely always,

A desert friend,

EDMUND KISSLING.

P.S.—Of course we were on foot. Also, the Mt. Whitney trip was made on our own foot power.

A dime may be better than a nickel but it doesn't go to church as often.

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PALM SPRINGS, CALIF.

Friday, March 14, 1947

The Desert Sun—19

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Strengthen and lengthen your life. Now is the time to buy your bit of God's country before prices go up; it happened in Palm Springs, it will happen in Desert Hot Spring.

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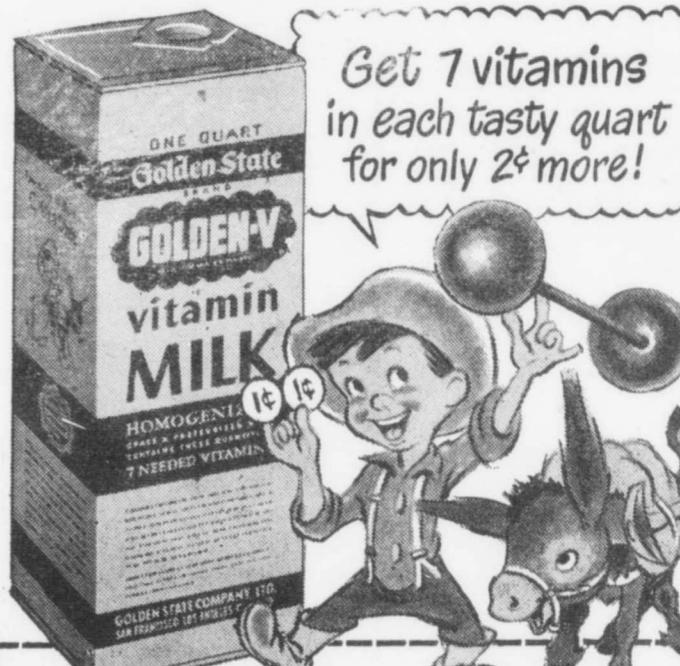
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Just Around the Corner

By ETHEL GILLETT WHITEHORN

The people of California well whisper a prayer that the driver of them has correctly figured his clearance. Exhibit A is described in the Los Angeles Times, March 11. Jack Mathews, a Fresno resident was driving east on Ramona boulevard when at Eastern avenue a bus crowded him off the highway, deputies said. Losing control of his car, Mathews careened into an Edison power pole, but he managed to get out of his car before being electrocuted. Trucks or buses—they are the same in any man's language. Heaven help the sane drivers who try, but can't keep out of their way.

Trucking companies have their lobbyists in Sacramento—stacks of them. Why, they ask, should they be taxed to build adequate highways?

WE, THE PEOPLE, should reply to them as follows: "Private capital built the railroads. Freight and passenger rates support them. The taxpayers build free highways. A nominal gasoline tax supports them. Where is the mischief in increasing that tax a negligible amount so that California can meet the immediate need of highly improved and safe highways to protect an expanding population?"

When solons and lobbyists refuse to take the long view of California's needs, it is an admission of downright ignorance, selfishness and cupidity. If the highway bill is defeated—and it may be if the citizens of this state don't start to express themselves immediately to those who are placing stumbling blocks in the way—we should think about turning our automobiles out to pasture.

Life is sweet. Who wants to flirt with death who is waiting for us at a bridge, on a soft shoulder, or just around the next curve?

Bob Jarvis Now
on Staff Here
of Tennis Club

Lee Bering, president and general manager of the Palm Springs Tennis club this week announced the addition of another new member to the club's staff.

Coming to the club after some 20 years experience in hotel operation as comptroller is Bob Jarvis. Mr. Jarvis will serve at the club in the capacity of club comptroller.

Outstanding Film
for Youngsters

The children's matinee at the Plaza theatre presents a full length picture Saturday at 1:30. Colored cartoons and a serial are shown besides the feature.

Leo Rojo acts as master of master of ceremonies and often entertains the children with playing and leading community singing. Door prizes are presented each week by Charles Riviota, manager, and a bicycle is given away each week.

All children wishing to appear on the stage must be at the theatre at 12:30 for a rehearsal preceding the regular show.

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east of hospital. Faces two
streets.

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Ernest Grill, Jr.

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Associates
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Aluminum freight cars have been constructed that are a saving of 21,000 pounds in weight from the old steel and iron cars.

Farmers estimate that by placing rubber tires on tractors they save from 15 to 25 per cent in fuel and as much as 35 per cent in repair costs.

Bevin denies Britain is tying herself to the U.S. state department. That's right—it's the treasury department.

An irate gentleman called a newspaper editor on the telephone, stating his name. "Did you put that notice of my death in the paper?" he shouted. "Yes, I did," the editor admitted, "er . . . by the way . . . where are you calling from?"

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PALM SPRINGS BUSINESS MEN

The Desert Sun

DESERT AREA PROGRESS EDITION

WILL BE PUBLISHED

TUESDAY, MARCH 25TH

This Edition Will Be Devoted to the Remarkable
Progress Made in Palm Springs and the Desert
Area in the Past Year

CIRCULATION OVER

7500

Publicity, News Photos and Advertising Copy Should Be in Our Hands
as Soon as Possible

No Material Accepted After March 18th

For Further Particulars Phone 2249